

10 Rhetorical Devices to Enhance Communication

Rhetorical devices are figures of speech and persuasive strategies used to enhance communication. Try using the following tools to craft powerful speech that sticks.

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| <p>Antitheton – the opposition of two facts of contrasting content</p> <p><i>“The best way to find yourself is to lose yourself in the service of others.”</i> – Mahatma Gandhi</p> | <p>Interrogatio – a rhetorical question in which the answer is self-evident</p> <p><i>“If today were the last day of your life, would you want to do what you are about to do?”</i> – Steve Jobs</p> |
| <p>Aporia – an insincere statement of doubt and question to the audience about how he/she should act</p> <p><i>“If not us, who? If not now, when?”</i></p> | <p>Metaphor – a comparison made by referring to one thing as another</p> <p><i>“...seared in the flames of withering injustice.”</i> – Martin Luther King, Jr.</p> |
| <p>Hyperbole – an extreme exaggeration of the characteristics of an object or circumstance</p> <p><i>“The only thing we have to fear is fear itself.”</i> – Franklin D. Roosevelt</p> | <p>Simile – a comparison between two things (usually using “like” or “as”)</p> <p><i>“Her romantic mind was like the tiny boxes, one within the other...”</i> – Peter Pan</p> |
| <p>Exclamation – an exclamation that expresses the emotional affection of the speaker</p> <p><i>“Free at last! Free at last! Thank God Almighty, we are free at last!”</i> – Martin Luther King, Jr.</p> | <p>Slogans – the intentional use of a repeated phrase</p> <p><i>McDonald’s uses the slogan, “I’m lovin’ it!”</i> <i>Nike uses the slogan, “Just do it.”</i></p> |
| <p>Climax – the increase from a weaker to a stronger expression – in ascending order</p> <p><i>“First was the mouse. The second was the click wheel. And now, we’re going to bring multi-touch to the market.”</i> – Steve Jobs</p> | <p>Symbolism – the use of symbols to signify ideas by giving them symbolic meanings different from their literal sense</p> <p><i>The Great Gatsby, by F. Scott Fitzgerald uses the eyes of Doctor T.J. Eckleburg to represent God and his judgment of the Jazz Age.</i></p> |