

Some possible aims/functions	Rhetorical devices, other strategies/ linguistic devices
contact	making a joke using the personal pronouns « we, our, us » directly addressing the audience rhetorical questions
emphasis	repetition enumeration alliteration parallel structures hyperbole anaphora
Illustration/memory-aid	repetition metaphor giving an example allusion
Self-presentation	making a joke emotive language
persuasion	quotation (of an authority or expert) contrasting new words or ideas euphemism
empathy	emotive language