



# Lesson 4: Learning Objectives

-  examine the American millennials and housing
-  further explore the rhetorical features of news English

# **Presentations in the 3/25 Class**

1. Write a piece of hard news (informative news) on a campus event adopting the inverted pyramid structure with a headline and a lead.
2. Review #6 “The End of Ownership”, pp. 53-55.
3. After 30, which option is better, owning an apartment or renting an apartment?
4. What are the prospects of China’s housing market in five years?
5. Identify 10 different rhetorical devices from recent articles in China Daily <http://www.chinadaily.com.cn/>, give their contexts and explain their functions.

# Rhetorical Devices in News English

- simile 明喻
- metaphor 隐喻
- metonymy 转喻
- pun 双关
- hyperbole 夸张
- euphemism 婉语
- allusion 暗指；用典
- irony 反讽
- repetition 重复
- antithesis 对照
- parallelism 平行结构；排比
- phonetic rhetoric
  - ① alliteration 头韵
  - ② assonance 元音押韵: A **mad bat** circled the room.
  - ③ consonance 辅音押韵: The uncertain rustle of **noise** caused my **poise**.
  - ④ end rhyme 押韵
  - ⑤ onomatopoeia /ɒnəmə'təpi:ə/ 象声词
    - citation 引用
    - personification 拟人
    - oxymoron 矛盾修辞法
    - parody 仿拟
    - rhetorical question 修辞疑问句

# Match

1. Her mom is as fierce as a tiger.

A. simile

2. *Battle Hymns of the Tiger Mother*

B. antithesis

3. Tiger Mom meets Panda Dad

C. metonymy

(Call me the Panda Dad; I am happy to parent with cuddliness, but not afraid to show some claw.)

D. metaphor

4. This vaccum sucks.

E. pun

5. I'm studying Shakespeare.

# Match

1. Her mom is as fierce as a tiger.

● simile - similarity

2. *Battle Hymns of the Tiger Mother*

● metaphor - substitution

● metonymy - association

3. Tiger Mom meets Panda Dad

● antithesis - contrast

4. This vaccum sucks.

● pun - double meanings

5. I'm studying Shakespeare.

This is NOT  
what I meant  
by "lend me  
your ears."

**me·ton·y·my**

noun [trope] \mə-'tŏn-ə-mē\

Referring to a thing by a  
related concept.



知乎 @胖胖的焦糖君

\*Even if you disagree with them, you should still lend them your ear and try to understand their point of view.

# metonymy 借代/借喻

using place name for institution, industry p. 335

- Oval Office 椭圆办公室，美国总统办公室 美国总统
- The Pentagon 美国五角大楼 美国国防部
- Silicon Valley 硅谷 美国高科技集中地
- Buckingham Palace 白金汉宫 英国王宫
- Downing Street 唐宁街 英国首相府，英国政府，英国内阁
- Scotland Yard 苏格兰场 伦敦警察局
- The City (of London) 伦敦城 英国金融界 英国商业界
- Beijing 北京 中国政府
- Kremlin 克里姆林宫 前苏联，俄罗斯，俄罗斯政府

# Oxymoron 矛盾修辞法

Combines two opposite qualities or ideas and therefore seems impossible.

- The shorthand of this milestone, is the arrival of a “majority-minority” country, but if the minorities are actually the majorities, we should probably find a cleaner linguistic way to talk about the coming reality.
- deafening silence
- cruel kindness



# Parody 仿拟

The style of a well-known author or work is closely imitated for comic effect or in ridicule.

- A friend in need is a friend to be avoided.
- To Lie or Not To Lie - the doctor's dilemma.

(Shakespeare's *Hamlet*: To be or not to be, that is a question.)

# Rhetorical Question 修辞问句

a question someone asks without expecting an answer.

The question might not have a clear and concise answer, or it might have an obvious answer.

- "...O Wind,  
If Winter comes, can Spring be far behind?"  
-Percy Bysshe Shelley
- "If you prick us, do we not bleed?  
If you tickle us, do we not laugh?  
If you poison us, do we not die?  
And if you wrong us, shall we not revenge?"  
-William Shakespeare

## metaphorical usage of words in news writing

1. In Congress, the **Uphill Battle** for Gun Control
2. Only 38% percent of Americans think the most important way to **combat** gun violence is through stricter gun laws.
3. The **tug of war** between work and family is among topics to be discussed...
4. President Lynden B. Johnson signed the **unsexily** named Immigration and Nationality Act. (p. 1)
5. The country's elites have repeatedly **flirted with** the aristocratic principle. (p. 189)

# metaphorical usage of words in news writing

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3. The **tug of war** between work and family is among topics to be discussed...:

any hard struggle between equally matched groups:

*There's a constant political **tug of war** between those who favor giving more power to the states and those who want a strong federal government.*

4. President Lynden B. Johnson signed the **unsexily** named Immigration and Nationality Act.
5. The country's elites have repeatedly **flirted with** the aristocratic principle.

You behave as if you are sexually attracted to them, in a playful or not very serious way.

If you **flirt with** the idea of something, you consider it but do not do anything about it. 有过...的想法

# metaphor vs. analogy

1. Samantha is a pig.

(a simple statement)

2. Samantha's poor personal care and hygiene reminded me of a pig that rolls in the mud all day.

(a longer comparison that provides an explanation behind why the two items are compared)

1. His smile was as wide as the Grand Canyon.

2. His smile was as wide as the Grand Canyon when he got the shocking news that he won the scholarship.

# common examples of metaphor

1. He is a couch potato
2. Love is a battlefield.
3. You're the black sheep of the family.
4. Laughter is the best medicine.
5. I have a weight on my shoulders.
6. Life is a race.
7. He is a night owl.
8. You are a chicken.
9. The classroom was a zoo.

# **famous examples of metaphor**

1. All the world's a stage, and all the men and women merely players. —William Shakespeare.
2. If you want a love message to be heard, it has got to be sent out. To keep a lamp burning, we have to keep putting oil in it. —Mother Teresa.
3. Dying is a wild night and a new road. —Emily Dickinson.
4. Conscience is a man's compass. —Vincent Van Gogh.
5. Life is a box of chocolates. Mama —Forest Gump

# **famous examples of analogy**

1. “Explaining a joke is like dissecting a frog. You understand it better but the frog dies in the process.” —E. B. White
2. “Withdrawal of U.S. troops will become like salted peanuts to the American public; the more U.S. troops come home, the more will be demanded.” —Henry Kissinger



# **Presentations in the next Class**

1. Review #18 “Those Rugged Individuals”, pp. 163-165.
2. Which role has individualism played in American history, a destructive role or a constructive role?
3. Is individualism the same as egoism?
4. Is China’s youth culture more individualism-oriented or collectivism-oriented, or a mixture?
5. Write a piece of feature (soft news) on a campus event or a current technological breakthrough adopting the hourglass structure with a headline and a lead.