

# ALLITERATION

Repetition of the beginning sound in words

“Boys have been born since that time and have become voters.”  
- Anna Howard Shaw, “The Fundamental Principle of a Republic,” June 21, 1915

# ALLUSION

An implied or direct reference to a famous person, event, quotation or piece of literature.

"And I can pledge our nation to a goal: When we see that wounded traveler on the road to **Jericho**, we will not pass to the other side."  
- George W. Bush, "2000 Inaugural Address," January 20, 2001

Note: This allusion refers to the story of the Good Samaritan from the Bible, which takes place in Jericho.

# ANAPHORA

Repetition of the same words or group of words at the beginning of a phrase or sentence

“...it takes a family; it takes teachers; it takes clergy; it takes business people; it takes community leaders; it takes those who protect our health and safety. It takes all of us.”

- Hillary Clinton, “Speech at the Democratic National Convention,” August 27, 1996

# METAPHOR

Comparison of two unlike things - a metaphor says something IS another thing, not just like it.

“And several people wrote to me, we should not be the world’s policeman.”

-Barack Obama, “Remarks by the President in Address to the Nation on Syria,” September 10, 2013

# SIMILE

Comparison of two unlike things using like or as

“Education is like a diamond with many facets.”

- Ronald Reagan, “Proclamation 5463,” April 19, 1986

# HYPERBOLE

An exaggeration to make a point

“So first of all, let me assert my firm belief that the only thing we have to fear is fear itself.”

- Franklin Delano Roosevelt, “First Inaugural Address,” March 4, 1933

# ONOMATOPOEIA

Words that sound like what they mean

“Sometimes a thousand twangling instruments [w]ill hum about mine ears.”

- William Shakespeare, *The Tempest*, 1623

# PERSONIFICATION

Giving human qualities to an object or idea

“The hopes and prayers of liberty-loving people everywhere march with you.”

- Dwight D. Eisenhower, “The Eyes of World Are upon You,”  
June 6, 1944



# RULE OF THREE

Including three equal elements in a sentence or series of sentences. The speaker can reveal three interesting facts, tell three stories, or ask three questions in a row.

“And so I beg you, I beseech you-oh, I implore you to spell in our simplified forms.”

- Mark Twain, “In Behalf of Simplified Spelling,” September 19, 1906

# PARALLELISM

Parts of a sentence are grammatically the same to add rhythm and clarity

“I have done some good, offered some service, shed some light, healed some wounds...

- Jesse Jackson, “1984 Democratic National Convention Address,”  
July 18, 1984

# EPISTROPHE

The repetition of a word at the **end** of successive clauses or sentences

“and that government of the people, by the people, and for the people shall not perish from the earth.

- **Abraham Lincoln, “Gettysburg Address,” November 19, 1863**