

Online 5.5 Common Rhetorical Strategies

Allusion	Enriches by referring to another text. "It rained for 40 days" refers to the story of Noah.
Antithesis	Adds drama by placing opposing concepts together. "It was the best of times, it was the worst of times."
Foreshadowing	Presents information to prepare the reader for later claims or actions. A sentence like "Dinosaurs were in decline before an asteroid hit 65.5 million years ago" foreshadows what follows in the article.
Hyperbole	Uses exaggeration to create an effect. "I can smell pizza from a mile away."
Incremental repetition	Employs repetition for effect. "And it was easy to conclude that a bad man will do bad things, even if there is insufficient evidence for one bad thing in particular."
Metaphor	Contains an implied comparison. "She is drowning in a sea of grief."
Parallelism	Adds symmetry and balance to writing. "The car was not just what I wanted but also just what I needed."
Personification	Assigns human qualities to something non-human. "When opportunity knocks, be sure to open the door."