



Rhetorical devices are methods/techniques used in order to  
aptly convey a message in public speaking and written communication. The  
following are some of the commonly used rhetorical devices which can be found in  
literature/speeches

**Alliteration:** The repetition of introductory consonant sounds that occur close together in sequence.

Ex:

**Allusion:** A reference to another literary work.

Ex: Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation. [MLK]

**Analogy:**

Ex:

By any other word would smell as sweet.

**Anaphora:** The repetition of a word or phrase at the beginning of successive clauses.

Ex: **Now is the time** to make real the promises of democracy. **Now is the time** to rise from the dark and desolate valley of segregation to the sunlit path of racial justice. **Now is the time**

**In rhetoric, ethos represents credibility, or an ethical appeal, which involves**