## Rhetorical Devices

Below are some common devices used by speech writers in their appeals:

<table>
<thead>
<tr>
<th>Rhetorical Device</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
</table>
| Metaphor or Simile | comparison of two unlike things | “… freedom is like a beautiful kite that can go higher and higher with the breeze.”  
—George Bush, Inaugural Address, 1989 |
| Imagery | sensory details that paint a vivid picture in the audience's mind | “In the year of America’s birth, in the coldest of months, a small band of patriots huddled by dying campfires on the shores of an icy river.”  
—Barack Obama, Inaugural Address, 2009 |
| Alliteration | repetition of the beginning consonant sounds of a series of words | “All for which America stands is safe today because brave men and women have been ready to face the fire at freedom's front.”  
—Ronald Reagan, Vietnam Veterans Memorial Address |
| Repetition | continued use of certain words or phrases | “I have a dream that one day this nation will rise up and live out the true meaning of its creed...I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave-owners will be able to sit down together at the table of brotherhood ... I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today.”  
—Martin Luther King, “I Have a Dream” |
| Hyperbole | deliberate exaggeration or overstatement | “Why you got scars and knots on your head from the top of your head to the bottom of your feet. And every one of those scars is evidence against the American white man.”  
—Malcolm X |