

Simile: Something abstract made by comparing it with something concrete.

Metaphor: Using one thing to describe another (new perspective).

Synecdoche: Part of a thing representing the whole.

Onomatopoeia: The use of words that sound like the objects they signify.

Image: Vivid examples that create a mental picture.

Hyperbole: Exaggeration to make points and arouse feelings.

Personification: Giving human aspects to a thing.

Culturetype: Values and goals of a group's culture.

Ideograph: A word conveying a group's basic political faith or system of beliefs.

Archetypal metaphor: Enduring metaphor of the human experience (group).

Alliteration: The repetition of initial consonant sounds.

Parallel Construction: Wording an outline's main points in the same way in order to emphasize their importance and to help the audience remember them.

Inversion: Changing the normal order to make statements memorable and emphatic

Antithesis: A language technique that combines opposing elements in the same sentence or adjoining sentences.

Amplification: The art of developing ideas by strategic repetition in a speech.

Maxim: A brief and particularly apt saying.