Rhetorical Terms and Techniques of Persuasion
Fill in examples from Kennedy’s Inaugural Address

**Alliteration:** repetition of the same sound beginning several words in a sequence
Examples:

**Anaphora:** repetition of a word or phrase at the beginning of successive phrases, clauses or lines.
Examples:

**Anastrophe:** transposition of normal word order
Examples:

**Antithesis:** contrast of ideas or words in a parallel structure
Examples:

**Assonance:** repetition of vowel sounds in non-rhyming words
Examples:

**Consonance:** repetition of consonant sounds within words or ending words
Examples:

**Metaphor:** implied comparison through a figurative, not literal, use of words
Examples:
**Parallelism**: the arrangement of words, phrases, clauses, or larger structures placed side by side, making them similar in form
Examples:

**Paradox**: a statement that seems self-contradictory, yet turns out to have a rational meaning
Examples:

**Repetition**: a word or phrase used two or more times in close proximity
Examples:

**Using Emotion-Arousing Words**
Examples:

**Using Fear**
Examples:

**Using References to the Past**
Examples:

**Sources**