

## Rhetorical Strategies and Terminology

**Allusion:** referring to cultural or historical events or people indirectly for evocative purpose.

**Analogy:** extending a comparison for deeper insight

**Call to Action:** summation of a persuasive argument, directing the reader to adopt or continue an attitude or course of action

**Claim:** argumentative statement that requires support and substantiation

**Counter-examples:** presenting compelling evidence from the opposing viewpoint

**Deductive Reasoning:** drawing a specific conclusion from the comparison of generally-accepted principles

**Diction** (Denotation/Connotation): the importance of a single word on the argument

**Explication:** restating the source material to provide additional insight into meaning

**Figurative Language** (metaphor, simile, personification, hyperbole, etc.): using comparisons to force the reader to interpret the subject in a new way

**Hook & Clincher:** intriguing opening and closing of an essay or paragraph

**Inductive Reasoning:** drawing a generalized conclusion about a subject based on specific instances

**Juxtaposition:** placing opposing ideas together for contrast and insight

**Mood:** how the audience feels, dominant impression

**Negation:** proving something is correct by refuting all opposition

**Refutation:** pointing out the flaws in the counter-examples

**Repetition:** using the same phrasing repeatedly for emphasis and persuasion

**SOAPSTone:** (Speaker-Occasion-Audience-Purpose-Subject-Tone): a way to approach a text by considering all of the above elements

**Syntax:** the order of the words in a sentence, importance of or impact of sentence structure on the argument

**Tone:** how the author feels, conveyed through diction and syntax