

Rhetorical terms

Anaphora: *Repetition of the same word(s) at the beginning of successive lines*

Examples-

All hail, Macbeth! hail to thee, Thane of Glamis!
All hail, Macbeth! hail to thee, Thane of Cawdor!
All hail, Macbeth! that shalt be King hereafter.

- *MACBETH (1.3.48–50)*

"I came, I saw, I conquered."

- *JULIUS CAESAR, SHORTLY AFTER THE BATTLE OF ZELA, 47 BC*

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal." 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 one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice. 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, JR., WASHINGTON, D.C., 28 AUGUST 1963*

Effect-

- Key words or ideas are emphasized, often with great emotional pull.
- Repetition makes the line memorable.
- The speaker's words have rhythm and cadence.
- In English, an active sentence ("We developed the plan.") is more effective than a passive sentence ("The plan was developed by us."). Thus, anaphora is particularly effective when one wishes to emphasize the subject of an action.
- Anaphora, like any rhetorical device, can be overused.
- Speakers should be careful to limit the number of times a word or phrase is used in a single anaphora. For most speeches and presentations, three is an ideal number. Beyond three, a speaker risks sounding affected, theatrical or bombastic.
- The examples below from Churchill, Kinnock and King are exceptions, delivered by exceptional speakers in exceptional circumstances. The examples from Jobs and Aylward are better suited for most presentations.
- The counterpoint to anaphora is [epistrophe](#).

Apostrophe: *Highly charged or emotional comment*

O horror! horror! horror! (2.3.63)

Asyndeton: *Omission of conjunctions*

As hounds, and greyhounds, mongrels, spaniels,
curs,
Shoughs, water-rugs, and demi-wolves, are clept
All by the name of dogs: the valu'd file
Distinguishes the swift, the slow, the subtle,
The housekeeper, the hunter. (3.1.92–6)

Chiasmus: *Parallel ideas or words repeated in an inverted pattern (ABBA)*

Fair is foul and foul is fair. (1.1.11)

Epanalepsis: *Repetition of the beginning word/s at the end of a phrase or sentence*

It will have blood, they say: blood will have
blood. (3.4.121)

Hyperbole: *Exaggeration for emphasis*

Will all great Neptune's ocean wash this blood
Clean from my hand? (2.2.59–60)

Isocolon: *Phrases of equal length and comparable structure*

it makes him and it mars him; it sets him on
and it takes him off; it persuades him, and
disheartens him; makes him stand to, and not
stand to. (2.4.32–5)

Paranomasia: *Repetition of the same word in different form*

If it were done when 'tis done, 'twere well it were
done quickly. (1.7.1)

Ploce: *Repetition of the same word, sometimes after the intervention of one or two other words*

'Sleep no more!
Macbeth does murther Sleep' – the innocent
Sleep
Sleep, the knits up the ravell'd sleeve of care.
(2.2.34–6)

Metonymy: *substitution of the part for the whole*

All that doth impede thee from the golden
round (where 'round' is the crown, a metonym for kingship). (1.5.27)

Bibliography

Zimmer, J. and →, V. (2018). *Rhetorical Devices: Anaphora*. [online] Manner of Speaking. Available at: <https://mannerofspeaking.org/2011/06/04/rhetorical-devices-anaphora/> [Accessed 27 Nov. 2018].