ALLITERATION

Repetition of the beginning sound in words

“Boys have been born since that time and have become voters.”
ALLUSION

An implied or direct reference to a famous person, event, quotation or piece of literature.

"And I can pledge our nation to a goal: When we see that wounded traveler on the road to *Jericho*, we will not pass to the other side."

Note: This allusion refers to the story of the Good Samaritan from the Bible, which takes place in Jericho.
ANAPHORA

Repetition of the same words or group of words at the beginning of a phrase or sentence

“…it takes a family; it takes teachers; it takes clergy; it takes business people; it takes community leaders; it takes those who protect our health and safety. It takes all of us.”
METAPHOR

Comparison of two unlike things - a metaphor says something IS another thing, not just like it.

“And several people wrote to me, we should not be the world’s policeman.”
-Barack Obama, “Remarks by the President in Address to the Nation on Syria,” September 10, 2013
SIMILE

Comparison of two unlike things using like or as

“Education is like a diamond with many facets.”
- Ronald Reagan, “Proclamation 5463,” April 19, 1986
HYPERBOLE

An exaggeration to make a point

“So first of all, let me assert my firm belief that the only thing we have to fear is fear itself.”
- Franklin Delano Roosevelt, “First Inaugural Address,” March 4, 1933
ONOMATOPOEIA

Words that sound like what they mean

“Sometimes a thousand twangling instruments [w]ill hum about mine ears.”
- William Shakespeare, The Tempest, 1623
PERSONIFICATION

Giving human qualities to an object or idea

“The hopes and prayers of liberty-loving people everywhere march with you.”
- Dwight D. Eisenhower, “The Eyes of World Are upon You,” June 6, 1944
RULE OF THREE

Including three equal elements in a sentence or series of sentences. The speaker can reveal three interesting facts, tell three stories, or ask three questions in a row.

“And so I beg you, I beseech you—oh, I implore you to spell in our simplified forms.”
- Mark Twain, “In Behalf of Simplified Spelling,” September 19, 1906
PARALLELISM

Parts of a sentence are grammatically the same to add rhythm and clarity

“I have done some good, offered some service, shed some light, healed some wounds…”
EPISTROPHE

The repetition of a word at the end of successive clauses or sentences

“and that government of the people, by the people, and for the people shall not perish from the earth.
- Abraham Lincoln, “Gettysburg Address,” November 19, 1863