

## TA JIN

## HINT

Some people find acronyms helpful in remembering lists of terms. We've suggested 'HER CRASH FACTOR'S L' for the following rhetorical techniques, but try to think of your own if you can.

- H Hyperbole or exaggeration  
 E Emotive language  
 R Register  
 C Contrast  
 R Repetition  
 A Alliteration and assonance  
 S Structure  
 H Humour  
 F Figurative language (similes, etc.)  
 A Antithesis  
 C Contrast  
 T Tripling  
 O Onomatopoeia  
 R Rhetorical questions (and other rhetorical devices)  
 S Short sentences or paragraphs  
 L Lists

## HINT

Structure is a key rhetorical method used to build up a feeling or an argument.

## ACTIVITY 4

A02

## SKILLS

CRITICAL THINKING, ANALYSIS, INTERPRETATION

## ▼ IDENTIFYING TECHNIQUES USED IN SPEECHES

Look again at the bullet list of techniques on page 62. Copy and complete the following table, adding techniques and giving an example or two of each.

▼ METHOD OR TECHNIQUE	▼ EFFECT
Repetition of key words	
Geographical names	

- Pick out two quotations from the passage which give you the idea that Martin Luther King believes strongly in a fair society for people of all kinds. In each case, say why the language is so successful.
- Give three examples of rhetoric used in the extract and explain why they are effective.

## ACTIVITY 5

A02

## SKILLS

CRITICAL THINKING, ANALYSIS, INTERPRETATION

## ▼ APPEALING TO LISTENERS' FEELINGS

Effective speeches will nearly always have a strong appeal to the listeners' feelings. Copy and complete the following table to help you to analyse how Martin Luther King achieves this.

▼ APPEALS TO	▼ QUOTATION	▼ COMMENT
Love of justice and fairness	'they will not be judged by the colour of their skin'	
Patriotism		
Idealism		

- How does Martin Luther King build up a strong impression of the rightness of his cause in this extract?