

Types of Evidence

VEO SAFE CATS

("Veo" is Spanish for "I see")

V	Values & beliefs	<i>Economic growth cannot happen if our fellow citizens cannot afford to feed, clothe and house themselves.</i>
E	} Expert opinion	<i>Ohio has the fourth-highest breast cancer mortality rate in the United States, according to the American Cancer Society.</i>
O		
S	Statistics	<i>Nine students were dismissed and another 37 given lesser punishments for cheating.</i>
A	Analogies	<i>Electrical conduction is like water flowing in a stream.</i>
F	Facts	<i>That same thinking was found at Philadelphia when the U.S. Constitution was created and sanctioned the Atlantic slave trade for 20 more years.</i>
E	Examples	<i>Using a more efficient lamp, such as a compact fluorescent lamp, would save even more energy.</i>
C	Cause & effect	<i>Without school funding for field trips, students are no longer able to learn about history firsthand.</i>
A	Anecdotes	<i>While driving yesterday, I noticed an abundance of trash on the side of the road.</i>
T	Traditions & customs	<i>Migrant labor violates the "golden rule."</i>
S	Special rules	<i>Everyone deserves a chance at achieving the "American Dream."</i>

STYLISTIC DEVICES that Increase Eloquence

CREATING VIVID IMAGES

1. **Metaphor & Simile:** implied or direct comparisons of two things often a concrete image meant to elucidate and explain a more abstract idea.
 - *"Millions of people in the world's poorest countries remain imprisoned, enslaved, and in chains. They are trapped in the prison of poverty."* – Nelson Mandela
 - *"In a sense we have come to our nation's capital to cash a check..."* – ML King, Jr.
2. **Allusion:** a reference to a well-known event, place, person, literary work, artwork. Your audience must be familiar with the original to understand your point in making the comparison.
 - *"Rhetoric about jobs and fairness is but sound and fury signifying nothing."* – Gary Hart
3. **Synecdoche:** using part of an object to stand for the whole object
 - "I would say to the House, as I said to those who have joined this government: "I have nothing to offer but **blood, toil, tears and sweat.**" – Winston Churchill
 - *"O, what a noble mind is here o'erthrown!"* – Ophelia about Hamlet (*Hamlet* 3.1.150)
4. **Metonymy:** substituting a title or name of a place closely associated with an individual holding a particular office
 - *The White House made no comment today in response to allegations*
5. **Oxymoron:** a term that combines two normally opposite qualities
 - *Bittersweet, silent roar, ignorant genius*
6. **Personification:** attributing human characteristics to inanimate objects
 - *"Today, we begin a new chapter in the history of Louisiana. I've said throughout the campaign that there are two entities that have the most to fear from us winning this election. One is **corruption** and the other is **incompetence. If you happen to see either of them, let them know the party is over.**"* -- Bobby Jindal,

CREATING DRAMA

7. **Sentence Length:** use a short sentence to express a vitally important thought. Short, simple sentences are powerful much like well placed short simple words.
 - *"And the war came."* -- Abraham Lincoln Second inaugural address
8. **Omission:** leave out a word whose meaning is understood, but whose omission will surprise and startle listeners.
 - *"I came, I saw, I conquered."* – Julius Caesar on conquest of Gaul
9. **Inversion:** reversing the normal word order of a phrase or sentence.
 - *"To leave behind Earth and air and gravity... was a dream fulfilled."*
--George W. Bush eulogy for Columbia victims
10. **Suspension:** Using a key word or phrase at the end of a sentence rather than at the beginning.
 - *"Things go better with Coke."*

11. **Apostrophe:** addressing a person not present or an inanimate object or idea
- *“There is despair, **Mr. President**, in faces you never see, in the places you never visit in your shining city.” --Mario Cuomo*
12. **Hyperbole & Understatement:** deliberate and obvious exaggeration or underestimation for effect to force an audience to consider the magnitude of your point.
- *“Men for years have been talking about war and peace, but now no longer can they just talk about it. It is no longer the choice between violence and non-violence in this world, it’s non-violence or non-existence.” – ML King, Jr.*
 - *“The war situation has developed not necessarily to Japan’s advantage.” – Emperor Hirohito*
13. **Rhetorical Question:** questions that are used to make a statement or produce a desired effect rather than secure an answer
- *“Can anyone look at our reduced standing in the world today and say, “Let’s have four more years of this”?” -- Ronald Reagan, [1980 Republican National Convention Acceptance Address](#)*
14. **Irony:** a word or group of words whose literal meaning is the opposite of that which is intended
- *“But Brutus says he was ambitious;/ And Brutus is an honorable man....”
--Mark Antony in Julius Caesar (Julius Caesar 3.2.93-94)*

CREATING CADENCE

15. **Parallelism:** using the same grammatical pattern to indicate that two or more ideas have the same level of importance
- *“...and that government **of the people, by the people, for the people**, shall not perish from the earth.” -- Abraham Lincoln, [Gettysburg Address](#)*
16. **Anthithesis:** presenting contrary or polar opposite ideals intentionally juxtaposed in parallel form
- *“Ask not what your country can do for you; ask what you can do for your country”
– John F. Kennedy inaugural address*
17. **Anaphora/Repetition:** repeating a key word or phrase to give rhythm and power to a message and make it more memorable
- *“**We are a people in** a quandary about the present. **We are a people in** search of our future. **We are a people in** search of a national community.”
-- Barbara Jordan, [1976 Democratic Convention Keynote Address](#)*
18. **Alliteration:** repetition of a consonant sound; usually the initial consonant
- *“Somewhere at this very moment a child is **b**eing **b**orn in America. Let it be our cause to give that child a **h**appy **h**ome, a **h**ealthy family, and a **h**opeful future.”
-- Bill Clinton, 1992 Democratic National Convention Acceptance Address*
19. **Assonance:** repetition of stressed vowel sounds within words to create internal rhyming
- *“Our flag is red, white, and blue -- but our nation is rainbow. Red, yellow, brown, black, and **wh**ite, we’re all precious in God’s **s**ight.”
-- Jesse Jackson, 1984 Democratic National Convention Address*