

# CHIASMUS

The second half of a phrase reverses the order of the first half.

Example:

“Let us never negotiate out of fear, but let us never fear to negotiate.”

“And so, my fellow Americans, ask not what your country can do for you; ask what you can do for your country.”

Purpose:

- To concentrate attention on the main point of a passage by placing it at the central turning point.

Effect:

- Draws meaningful contrasts
- Aids in memorization