

1. **Thesis:** The central claim and overall purpose of a work
2. **Bias:** a predisposition or subjective opinion
3. **Call to action:** Writing that urges readers to action or promote a change.
4. **Anecdote:** A short account of an interesting or humorous incident, intended to illustrate or support a point.
5. **Analogy:** A comparison to a directly parallel case; the process of drawing a comparison between two things based on a partial similarity of like features.
6. **Idiom:** An expression that means something other than the literal meanings of its individual words.
7. **Tone:** the voice and attitude the writer has chosen to project.
8. **Mood:** The overall atmosphere of a work and the mood is how that atmosphere makes a reader feel.
9. **Antithesis:** A contrast in language to bring out a contrast in ideas.
10. **Allusion:** a brief reference to a person, event, or place - real or fictitious - or to a work of art.
11. **Generalization:** When a writer bases a claim upon an isolated example or asserts that a claim is certain rather than probable.
12. **Juxtaposition:** Placing two ideas side by side or close together.
13. **Anticipating Audience Response:** The rhetorical technique of anticipating counterarguments and offering a refutation.
14. **Euphemism:** Substitutions of an inoffensive, indirect, or agreeable expression for a word or phrase perceived as socially unacceptable or harsh.
15. **Paradox:** a phrase or statement that while seeming contradictory or absurd may actually be well founded or true. Used to attract attention or to secure emphasis
16. **Motif:** recurrent images, words, objects, phrases, or actions that tend to unify the work.
17. **Persona:** the character that the speaker portrays.
18. **Cliche:** A timeworn expression that through overuse has lost its power to evoke concrete images.
19. **Irony:** The discrepancy between appearance and reality: verbal, situational, dramatic.
20. **Oxymoron:** a self contradictory combination of words.
21. **Logos:** Appealing to logical reasoning and sound evidence
22. **Ethos:** appealing to the audience's shared values
23. **Pathos:** Evoking and manipulating emotions
24. **Aphorism:** A concise or tersely phrased statement in principle, truth, or opinion. Often found in fields like law, politics, and art
25. **Lending Credence:** In arguing a point, a speaker should always lend his opponent some credit for his/her ideas. In this way, the speaker persuades the audience that he is fair and has done the research, thereby strengthening the argument.
26. **Rhetorical Question:** A question asked solely to produce an effect and not to elicit a reply.
27. **Refutation:** When a writer delivers relevant opposing arguments.
28. **Allegory:** A narrative in which character, action, and setting represent abstract concepts apart from the literal meaning of a story. The underlying meaning usually has a moral, social, religious, or political significance
29. **Syllogism:** A formula for presenting an argument logically. In its simplest form, it consists of three divisions: a major premise, a minor premise, and a conclusion.
30. **Metonymy:** The substitution of a term naming an object closely associated with the word in mind for the word itself.
31. **Claim of Value:** Claims involving opinions, attitudes, and subjective evaluation
32. **Claim of policy:** claims advocating courses of action that should or should not be undertaken
33. **Claim of Value/Judgement:** claims involving opinions, attitudes, and subjective evaluations of things
34. **Claim of definition:** claims exploring what something means or what something is made up of
35. **Grounds:** the evidence offered in support of a claim
36. **Warrant:** the assumption the speaker makes about the audience
37. **Qualifier:** a statement that indicates the force of the argument
38. **Declarative Sentence:** makes a statement (sentence type)
39. **Interrogative Sentence:** asks a question (sentence type)
40. **Imperative sentence:** gives a command (sentence type)
41. **Exclamatory sentence:** makes an interjection (Sentence type)
42. **Narration:** A story presenting events in an orderly, logical sequence.
43. **Description:** Using sensory language and physical characteristics of a person, place, or thing to communicate to readers.
44. **Classification and Division:** Division is the process of breaking down a whole into smaller parts;

Classification is the process of sorting individual items into categories.
45. **Definition:** Explaining what something, or even someone, is - that is, its essential nature.
46. **Exemplification:** Writing that provides a series of facts, specific cases, or instances that relate to a general idea.
47. **Compare/Contrast:** Writing that highlights the similarities and differences between 2 or more topics
48. **Process Analysis:** Text that explains how to do something or how something occurs.

49. **Deductive reasoning:** Method of reasoning that moves from a general premise to a specific conclusion.
50. **Inductive Reasoning:** Method of reasoning that moves from specific evidence to a general conclusion based on this evidence.
51. **Diction:** choice of words in a work and an important element of style.
52. **Abstract Language:** Language describing ideas and qualities
53. **Concrete Language:** Language describing observable, specific things.
54. **Colloquialism:** words characteristic to familiar conversation
55. **Denotation:** specific, exact meaning of a word as defined
56. **Connotation:** The emotional implications that a word may carry
57. **Polysyndeton:** repetition of conjunctions in close succession
58. **Synecdoche:** part is used for a whole or the whole for a part
59. **Satire:** genre of writing used to critique or ridicule through humor or sarcasm
60. **Parody:** exaggerated imitation of a serious work or subject
61. **Syntax:** how a sentence is constructed
62. **Simple sentence:** a complete sentence that is neither compound, nor complex. (1 subject, 1 predicate.)
63. **Compound sentence:** a sentence that contains 2 independent clauses joined by a coordinating conjunction.
64. **Complex sentence:** An independent clause joined by one or more dependent clauses.
65. **Antecedent:** the word to which a pronoun refers
66. **Parallelism:** when the arrangement of parts of a sentence is similarly phrased or constructed
67. **Loose sentence:** When a sentence is grammatically complete before its end
68. **Periodic sentence:** when a sentence is not grammatically complete before its end
69. **Anaphora:** the same expression is repeated at the beginning of 2 or more consecutive lines
70. **Chiasmus:** second half of an expression is balanced against the first, but with the parts reversed
71. **Anastrophe:** any variation of the normal word order
72. **Freight Train Sentence:** 3 or more very short independent clauses joined by conjunctions
73. **Litotes:** a form of understatement in which a thing is affirmed by stating the negative of its opposite
74. **Either-or reasoning:** reducing an argument to two polar opposites and ignoring any alternatives or middle ground
75. **Ad Hominem:** attacking a person's motives or character instead of his argument or claims
76. **False Analogy:** When 2 cases are not sufficiently parallel
77. **Non Sequitur:** introducing irrelevant evidence to support a claim
78. **Red Herring:** something used to distract the audience's attention from the real issue or argument
79. **Slippery Slope:** failure to provide evidence showing that one event will lead to a chain of events
80. **Straw Man:** misrepresenting opponent's position to make it easier to attack (taking things out of context)