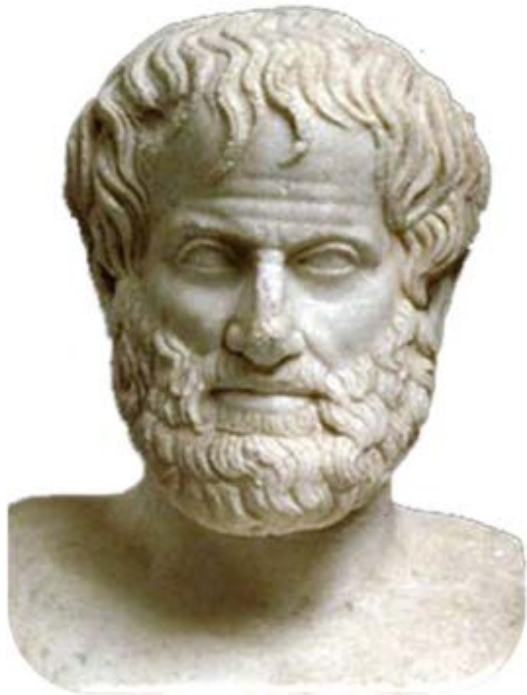

Figures for Freedom

MICHAEL GLADKOFF

LINKEDIN CONNECTIONS

7-8 FEBRUARY 2024

Figures of Speech in History



With the rise of Greek democracy, rhetoric became a high art that was studied and developed systematically.

The Ancient Greeks were the first to categorise rhetorical figures of speech, so most of them have Greek names.

Types of Figures of Speech

Schemes

A scheme is a creative way that deviates from the usual arrangement or order of words.

Schemes can be broadly classified as repetition (of letters, syllables, sounds and words), omission, balance, and change in word order

Tropes

A trope is a creative way to deviate from the typical signification of a word in a figurative way.

Figures of Repetition

- Alliteration
- Anaphora
- Diacope
- Epistrophe
- Epizeuxis
- Rhyme

Figures of Balance

- Antithesis
- Tricolon

Alliteration (meaning 'begin with the same letter' in Latin) is when you repeat initial consonant letters or sounds in at least two different words in successive sentences, clauses or phrases.

We are *plodding* at a *pace* set by centralized *planning*, *red* tape, *rules* without *responsibility*, and *regimentation* without *recourse*. – Barry Goldwater



Alliteration (meaning ‘begin with the same letter’ in Latin) is when you repeat initial consonant letters or sounds in at least two different words in successive sentences, clauses or phrases.

By daring to *put* on *parchment* what our *founding fathers felt* deep in their hearts, the long *silent soul* of liberty rose up from a commoner’s dream to become every man’s birthright.

— Charlton Heston



Alliteration (meaning ‘begin with the same letter’ in Latin) is when you repeat initial consonant letters or sounds in at least two different words in successive sentences, clauses or phrases.

Performance. Prestige. Passion for
Innovation. — Breitling watches

Coca Cola

KitKat

PayPal

KrispyKreme

TedTalks



TODAY TOMORROW **TOYOTA**

Anaphora (meaning ‘carrying back’ in Greek and pronounced an-aph'-o-ra) is when you emphasize a word or words by repeating them at the beginning of adjacent clauses or sentences.

*We shall go on to the end,
We shall fight in France,
We shall fight on the seas and oceans,
We shall fight with growing confidence and
growing strength in the air,
We shall defend our island, whatever the cost
may be,
We shall fight on the beaches,
We shall fight on the landing grounds,
We shall fight in the fields and in the streets,
We shall fight in the hills,
We shall never surrender...*
— Winston Churchill



Anaphora (meaning ‘carrying back’ in Greek and pronounced an-aph'-o-ra) is when you emphasize a word or words by repeating them at the beginning of adjacent clauses or sentences.

But we will, someday, become
a great nation; a great nation
in physical terms, *a great*
nation in population, *a great*
nation in material resources.
— Robert Menzies



Anaphora (meaning ‘carrying back’ in Greek and pronounced an-aph'-o-ra) is when you emphasize a word or words by repeating them at the beginning of adjacent clauses or sentences.

We write symphonies. We pursue innovation. We celebrate our ancient heroes, embrace our timeless traditions and customs, and always seek to explore and discover brand-new frontiers.

We reward brilliance. We strive for excellence, and cherish inspiring works of art that honor God. We treasure the rule of law and protect the right to free speech and free expression. — Donald Trump



Anaphora

*Open a Coke, open happiness. —
Coca Cola*

*Real ingredients, real taste. —
Knorr*

*Your music. Your podcasts. Your
way. — Apple*



Diacope (meaning ‘cut in two’ in Greek and pronounced di-a'-co-pee) is when a word or phrase is repeated after a word or phrase.

Drill, baby, drill! — US Republican
Part slogan for increasing domestic
oil and gas production

Promises Made, Promises Kept —
Trump campaign 2020

The *Better* Man for a *Better* America
— Bob Dole campaign

Real Change for *Real* People — *Jo*
Jorgensen

Diacope (meaning ‘cut in two’ in Greek and pronounced di-a'-co-pee) is when a word or phrase is repeated after a word or phrase.

To *be*, or not to *be*: that is the question. — Shakespeare, *Hamlet*

Work on, My Medicine, work! — Shakespeare, *Othello*

My name is *Bond*. James *Bond*. — Ian Fleming

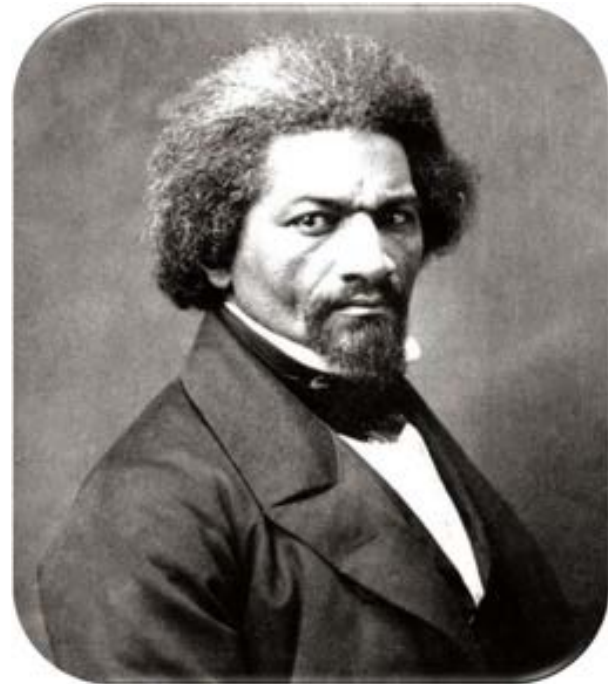
You're not fully *clean* until you're *Zestfully clean!* — Zest Soap slogan



Epistrophe (from 'return' in Greek and pronounced e-pis'-tro-fee) is when you repeat same word or group of words at the ends of successive clauses or sentences.

When I was a child, I spake as a *child*, I understood as a *child*, I thought as a *child*: but when I became a man, I put away childish things. — King James Bible

To ensure good behavior, the slaveholder *relies on the whip*; to induce proper humility, he *relies on the whip*; to rebuke what he is pleased to term insolence, he *relies on the whip*; to supply the place of wages as an incentive to toil, he *relies on the whip*. — Frederick Douglass



Epistrophe (from 'return' in Greek and pronounced e-pis'-tro-fee) is when you repeat same word or group of words at the ends of successive clauses or sentences.

You can avoid *reality*, but you
cannot avoid the consequences
of avoiding *reality*.
-Ayn Rand



Epizeuxis (meaning ‘fastening together’ in Greek and pronounced e-pi-zook'-sis) is a simple form of repetition where you repeat words consecutively.

Reputation, reputation, reputation.
Oh, I have lost my *reputation*.

— Shakespeare, Othello

Never give in — *never, never, never,*
never, in nothing great or small, large
or petty, never give in except to
convictions of honour and good sense.
— Winston Churchill

If ever a nation has spent, spent, spent
and spent again, ours has. — Margaret
Thatcher



Epizeuxis (meaning ‘fastening together’ in Greek and pronounced e-pi-zook'-sis) is a simple form of repetition where you repeat words consecutively.

When it's Libby's Libby's Libby's
on the label label label, you will like it
like it like it on the table table table.
— Libby's canned foods

Location, location, location.



Epizeuxis (meaning ‘fastening together’ in Greek and pronounced e-pi-zook'-sis) is a simple form of repetition where you repeat words consecutively.

Maggie, Maggie, Maggie – Out, Out, Out



Rhyme is the repetition of syllables at the end of words. It can be an internal or end rhyme.

O, what a tangled web we weave when first we practise to deceive! — Walter Scott

Birds of a feather flock together.

They have a kind of layaway plan for your lives, which never changes. Americans *make*; government *takes*. — Ronald Reagan



Rhyme is the repetition of syllables at the end of words. It can be an internal or end rhyme.

No taxation without representation.

Do you want John Quincy Adams who can *write*, or Andrew Jackson who can *fight*? — Andrew Jackson's campaign slogan

I like Ike — Dwight D. Eisenhower campaign

Jobs Not Mobs — Trump 2020 campaign



Antithesis (meaning ‘a placing against’ in Greek) is when you juxtapose contrasting ideas in adjacent clauses, phrases and sentences (often in parallel structure).

United we *stand*; divided we *fall*. —
Patrick Henry

Universities have gone from institutions of *higher learning* to institutions of *lower living*. — Michael Savage

—The big divide in this country is not between *Democrats* and *Republicans*, or *women* and *men*, but between *talkers* and *doers*. — Thomas Sowell



Antithesis (meaning ‘a placing against’ in Greek) is when you juxtapose contrasting ideas in adjacent clauses, phrases and sentences (often in parallel structure).



Everybody doesn't like something, but *nobody* doesn't like Sara Lee. — Sara Lee advertising slogan.

Work *Globally*, Act *Locally*. — Whirlpool

Easy on eyes. *Tough* on tangles. — Pert Plus shampoo

Tricolon (meaning 'having three parts' in Greek and pronounced tri-co'-lon) is when three parallel elements of the same length occur together.

Government of the people, by the people, for the people, shall not perish from the earth. — Abraham Lincoln

Soviet Marxism is *ideologically, politically* and *morally* bankrupt. — Margaret Thatcher

But what really happens to us will depend on how many people we have who are the *great* and *sober* and *dynamic* middle class — the *strivers*, the *planners*, the *ambitious* ones. We shall destroy them at our peril. — Robert Menzies

Tricolon (meaning ‘having three parts’ in Greek and pronounced tri-co'-lon) is when three parallel elements of the same length occur together.



Buy it. Sell it. Love it. — eBay

Inform. Enrich. Empower. —
Equifax

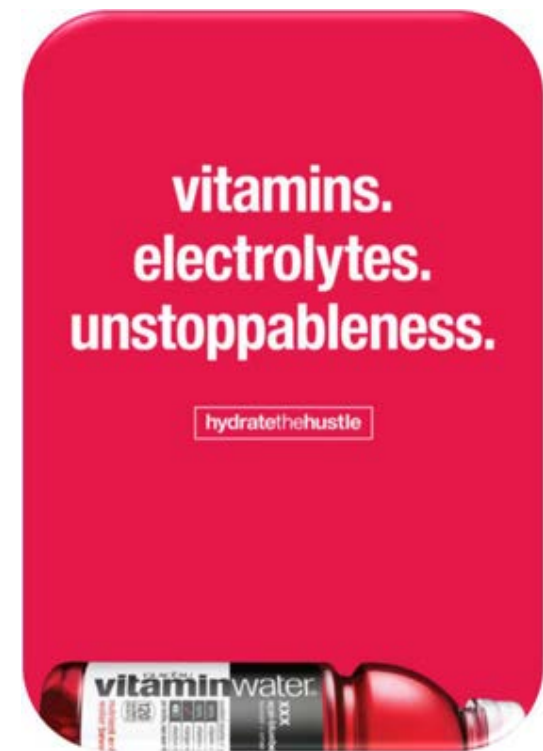
Snap, crackle, pop. — Kellogg's
Rice Krispies

Work Hard. Have Fun. Make
History. — Amazon Inc.

Tricolon (meaning ‘having three parts’ in Greek and pronounced tri-co'-lon) is when three parallel elements of the same length occur together.

There’s always an easy solution to every human problem – neat, plausible and wrong. — H.L. Mencken

A recession is when a neighbor loses his job – a depression is when you lose yours. And recovery starts when Jimmy Carter loses his. — Ronald Reagan



Impact of figures of speech in your content

“In reading Shakespeare’s work chronologically, one notices that his language grows in ease, range and mastery, in its capacity to be vivid, sudden, condensed. These qualities of Shakespeare’s later style result in no small measure from his consummate skill in using the schemes of grammatical construction.”

Sister Miriam Joseph, *Shakespeare’s Use of the Arts of Language*.



Review Sheet

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Epizeuxis is a simple form of repetition where you repeat words consecutively.

Rhyme is when syllables are repeated at the end of words. Rhymes can be internal or end rhymes.

Antithesis is when you juxtapose contrasting ideas in adjacent clauses, phrases and sentences (often in parallel structure).

Tricolon is when three parallel elements of the same length occur together.

Figures For Freedom Quiz

www.ahaslides.com/FREEDOMQ



Services

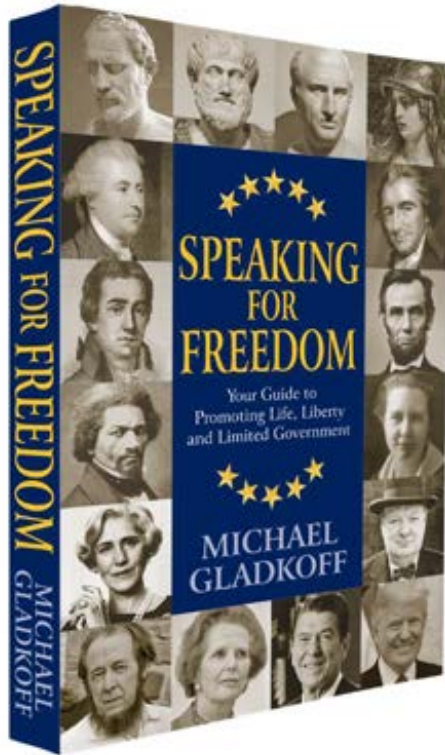
- **Speechwriting**
- **Copywriting**
- **Content Writing**
- **Editing**
- **Speaking and Training**



Persuasive Communication Topics

- **Clear and simple writing** – Lincoln, Menzies, George Orwell
- **Storytelling** – Reagan, Charlton Heston
- **Modes of persuasion** – Aristotle
- **Creating connections** – Solzhenitsyn
- **Opening and closing speeches** – Thatcher
- **Humor** – H.L. Mencken, Churchill, Reagan

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