

**Unit One:** *The Power of Words*

**Key Terms**

<b>Imagery</b>	Descriptive language that appeals to our physical senses. Imagery makes use of particular words that create visual representation of ideas in our minds. <i>Example:</i>
<b>Metaphor</b>	Metaphor is a figure of speech which makes a comparison between two things or objects that different from each other but have some characteristics common between them. <i>Example:</i>
<b>Irony</b>	A technique of creating, through character or plot development, an intention or attitude opposite to that which is actually stated. <i>Example:</i>
<b>Rhetoric</b>	The art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques. <i>Example:</i>
<b>Rhetorical Question</b>	A question asked solely to produce an effect or to make an assertion and not to elicit a reply. <i>Example:</i>
<b>Tone</b>	Tone is the author's attitude toward a subject. <i>Example:</i>
<b>Style</b>	Style in literature is the literary element that describes the ways that the author uses words — the author's word choice, sentence structure, figurative language, and sentence arrangement all work together to establish mood, images, and meaning in the text. <i>Example:</i>
<b>Alliteration</b>	Repetition of the same consonant sound beginning several words in sequence. <i>Example:</i>
<b>Audience</b>	An audience is a group of people who receive a message. Writers/speakers / creators think about their intended audience when they create their works. <i>Example:</i>
<b>Claim</b>	A claim is the main argument or thesis of an essay. The complexity, effectiveness, and quality of the entire paper hinges on the claim. <i>Example:</i>
<b>Denotation</b>	The literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests; the dictionary definition. <i>Example:</i>
<b>Connotation</b>	An idea or feeling that a word invokes in addition to its literal or primary meaning. <i>Example:</i>
<b>Ethos</b>	Credibility or ethical appeal. Ethos is when an author portrays authority on

	the subject of the paper, as well as someone who is likable and worthy of respect. <i>Example:</i>
<b>Pathos</b>	Persuading by appealing to the reader's emotions to enhance an argument. <i>Example:</i>
<b>Logos</b>	Persuading by the use of reasoning. <i>Example:</i>
<b>Argument</b>	A reason or set of reasons given with the aim of persuading others regarding a certain idea. <i>Example:</i>
<b>Syntax</b>	The way sentences are structured/organized in a piece of writing; the order of words in a sentence. <i>Example:</i>
<b>Diction</b>	The choice of words by a speaker or a writer. Authors choose particular words to convey a message. <i>Example:</i>
<b>Logical Fallacy</b>	Illogical reasoning used to support a claim; a flaw in the argument. <i>Example:</i>
<b>Satire</b>	An artistic form in which human or individual vices, follies, abuses, or shortcomings are held up to censure by means of ridicule, derision, irony, parody, caricature, or other methods, sometimes with an intent to inspire social reform. <i>Example:</i>
<b>Summarize</b>	A brief overview of the main points of a text; to recap the most important details of a text. <i>Example:</i>
<b>Propaganda</b>	Biased or misleading information used to promote a particular political cause or point of view. <i>Example:</i>
<b>Analyze</b>	Break the subject (an object, event, or concept) down into parts, and explain the various parts. <i>Example:</i>
<b>Citation</b>	A reference that allows you to acknowledge the sources you use in a formal academic paper, and enables a reader to locate those sources through the key information it provides. <i>Example:</i>