List One: Devices and general terms for AP Language

1. rhetoric – the art of communication
2. diction – word choice
3. syntax – sentence structure
4. 1st point of view – use of individual voice including the author. (Me, I, us, we, our)
5. 2nd point of view — use of “you”; talking to the audience
6. 3rd point of view – use of an outside subject (She, they, the people, the children, society)
7. logos appeal – using logic in an argument (facts, statistics, evidence, rationale)
8. pathos appeal – using emotion to persuade the audience
9. ethos appeal – using the author's credibility or stance in society to persuade
10. argumentation – sharing and supporting an opinion
11. persuasion – sharing and opinion and trying to change someone else's opinion (a call to action)
12. synthesis – studying outside sources to then generate an opinion and/or create something new
13. analysis – analyzing an author's strategies
14. conceit – an extended metaphor
15. colloquialism – dialect, slang, or vernacular from a certain region
16. tone – the attitude a speaker has towards the subject
17. mood – an environment or effect that the speaker tries to create for the audience
18. analogy – explaining something by examining the relationship of something else (boy is to man as girl is to _____)
19. anecdote – a short story often used as evidence or as a hook. Testimony in narration format is effective.
20. logical fallacies — errors in logic when arguing