**ALLITERATION:** repeating the same sound at the beginning of words

**Example:** “a **t**wenty **t**on **t**error on **t**op of **T**okyo **t**owers with **t**wo **t**itanium **t**entacles”—NoCanDo

**Why Writers Use it:**It can connect ideas, make sentences memorable or sound musical (but when overused, it can be irritating).

### ALLUSION**:** A reference to something well-known (such as an event, book, work of art, or piece of pop culture).

**Example:** Don’t act like a **Romeo** in front of her.

**Why Writers Use It:** Allusions can help people see connections between two ideas. The reference can help the audience better understand a subject. They can also be surprising or funny.

**ANAPHORA:** a type of parallelism repeating the beginning of phrases or sentences

**Example:** *"***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"—Winston S. Churchill

**Why Writers User It:** It is memorable and gets people fired up.

### ANTITHESIS: bringing together contrasting ideas (opposites)

**Example:** “We must learn to **live** together as brothers or **perish** together as fools”—Martin Luther King Jr.

**Why Writers Use it:** It can create a sense of balance and order. It highlights differences and distinctions.

### ASSONANCE: repeating the same vowel sounds in words that are close together. Example: “I b****o****mb at****o****micall****y****—S****o****crat****e****s’ phil****o****s****o****ph****ie****s and hyp****o****thes****e****s can’t define how I b****e**** dr****o****ppin’ th****e****se m****o****cker****ie****s.”—Inspectah Deck

**Why Writers Use it:** It creates internal rhyme. It makes the words flow together, and can help make phrases more memorable.

### ASYNDETON: leaving out conjunctions (FANBOYS words)

**Example:** “I came; I saw; I conquered”—Julius Caesar (there is no ‘and’ between the ideas)

**Why Writers Use it:**It creates a hurried rhythm and the effect of strong emphasis.

### EPISTROPHE: a type of parallelism repeating the ending of phrases or sentences

**Examples:**  The time **is now.** The need **is now**. We must **act now**.

**Why Writers Use it:** It is memorable and adds emphasis to ideas.

### HYPERBOLE: exaggeration for effect

**Example:**  I’m so hungry **I could eat a horse.**

**Why Writers Use It:** Even though the statement might not be exactly true, hyperbole can create emphasis or also make something sound funny.

### PERSONIFICATION: speaking of things or animals as if they were people

**Example:** The **stars danced around** playfully in the moonlit sky.

**Why Writers Use It:** Personification can make non-human objects and ideas more relatable, since it is easier for humans to relate to another person than, say, a mop. It can also make objects or ideas seem more vivid.