

Figures of Speech

Communications & Media

Patterns of arrangement and sound that make a line memorable.

The figures that earn their keep in speech.

Figure	Pattern
Anaphora	Same opening, repeated
Antithesis	Balanced opposites
Chiasmus	A B, then B A
Tricolon	Three parallel parts
Metaphor	One thing named as another
Praeteritio	Raising it by refusing to

Figures are load-bearing in speech because listeners cannot re-read. Repetition and balance are how a spoken argument stays followable.