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**Annotated Bibliography**

Forsyth, M. (2014). *The elements of eloquence: Secrets of the perfect turn of phrase*. Penguin Books.

Citation

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The author, Mark Forsyth, examines the rhetorical devices used in the English language, analyzing the patterns and formats that create memorable quotes. He traces the history of rhetoric to the Ancient Greeks, and provides an abridged timeline, following their use and evolution through to modern day. The author also explores the broader subject of persuasion and maps out the role that the figures of rhetoric play in it. In all, he examines over thirty devices, dissecting notable passages and phrases from pop music, the plays of William Shakespeare, the Bible, and more to explore the figures of rhetoric at work within each of them. Thorough definitions accompany this examination of structure to demonstrate how these formulas have been used to generate famously memorable expressions as well as how to reproduce their effects.

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