

- The rhetorical question is usually defined as any question asked for a purpose other than to obtain the information the question asks.

Arrangement of Ideas-Are ideas set out in a special way for a purpose or effect?

- Cumulative (loose) sentence: makes complete sense if brought to a close before the actual ending (main point is “from-loaded”) ex. We reached Edmonton/that morning /after a turbulent flight/and some exciting experiences
- Periodic Sentence: makes sense only when the end of the sentence is reached (main point “end-loaded”) ex. That morning, after a turbulent flight, we reached Edmonton.
- Parallel Structure: refers to a grammatical or structural similarity between sentences or parts of a sentence. It involves an arrangement of words, phrases, sentences, and paragraphs so that elements of equal importance are equally developed and similarly phrased.

Types of Parallel Structure

- Antithesis
 - The balanced pairing of opposites
 - Ex. it is better to reign in hell than serve in heaven
- Anaphora
 - Repetition of the same word or group of words at the beginning of successive clauses, sentences, or lines.
- Chiasmus
 - Inverted word order in a phrase: a rhetorical construction in which the order of the words in the second of two paired phrases is the reverse of the order in the first.