

Identifying a device earns nothing; the rubric pays for explaining the effect it produces on a particular audience. Every entry below therefore ends where your commentary should begin. 修辞分析中, 指出手法本身不得分, 必须说明它对特定读者产生的效果。

The rhetorical situation

Rhetorical situation 修辞情境 — the exigence, audience, purpose, speaker and context that together shape what a text can do and how

Exigence 写作契机 — the problem or occasion that makes the text necessary now rather than at any other time

Audience 受众 — the readers a text is designed for, whose assumptions constrain what the writer can take for granted

Purpose 目的 — what the writer intends the text to accomplish – to persuade, to justify, to reframe, to console

Ethos 信誉诉求 — an appeal grounded in the speaker’s credibility, character or shared values with the audience

Pathos 情感诉求 — an appeal to the audience’s emotions, which succeeds only when the emotion fits the occasion

Logos 逻辑诉求 — an appeal through reasoning and evidence, including the arrangement that makes the reasoning feel inevitable

Argument

Claim 论点 — a debatable assertion the writer undertakes to defend

Evidence 论据 — the material offered in support of a claim; its relevance must be argued, not assumed

Commentary 论证说明 — the explanation of HOW the evidence supports the claim – the row on which most of the essay’s marks depend

Line of reasoning 论证思路 — the sequence of claims through which an argument moves, and the logic connecting each to the next

Concession 让步 — acknowledging the force of an opposing view, which strengthens credibility before the rebuttal

Rebuttal 反驳 — the answer to a counter-argument, which must engage its strongest form rather than a convenient version

Qualifier 限定语 — a word limiting the scope of a claim – often, usually, in most cases – which makes it defensible

Style

Diction 用词 — word choice, described by register and connotation rather than labelled ‘strong’ or ‘powerful’

Syntax 句法 — sentence construction; length, interruption and inversion control pace and place emphasis

Juxtaposition 并置 — setting two elements side by side so the contrast produces meaning neither carries alone

Anaphora 首语重复 — repetition of the same words at the start of successive clauses, which builds momentum and marks parallel ideas

Antithesis 对照 — balanced contrast in parallel grammatical form, which makes an opposition feel structural rather than asserted

Tone 语气 — the writer’s attitude toward the subject, inferred from diction and syntax – always demonstrated, never merely named