

TABLE 2

EXAMPLES OF THE RHETORICAL OPERATION OF REPETITION IN MAGAZINE ADVERTISEMENTS

Formal element	Classical term	Brief description	Recent instances	
			Text	Brand, product & source
I. Sound	A. Rhyme	Repetition of syllables at end of words	KitchenAid. For the way it's made	KitchenAid refrigerator (GH2)
			Performax protects to the max	Pennzoil motor oil (SI2)
			Don't mess that dress	Ban deodorant (CO1)
	B. Chime	Keywords in a phrase begin with identical consonants	A tradition of trust	Merrill Lynch brokerage (BW2)
			The best in the business	AT&T telecommunication (BW2)
			A passion for perfection	Lufthansa airlines (BW2)
	C. Assonance & alliteration	Three or more repetitions of a vowel or consonant	The power of color is yours	Canon copiers (BW2)
			Now Stouffer's makes a real fast real mean lean cuisine	Stouffer's frozen dinner (CO2)
			No one knows the land like a Navajo	Mazda 4 wheel drive (CD1)

II. Words	A. Anaphora	Repetition of words at the beginning of phrases	Early treatment. Early cure	Gyne Lotrimin medicine (P1)
	B. Epistrophe	Repetition of words at the end of phrases	Choose to be your most beautiful. Salon beautiful	Salon Selectives haircare (CO2)
	C. Epanalepsis	Repetition of a word toward the beginning and end of a phrase	Smart phone smarts	AT&T telecom- munications (BW1)
	D. Anadiplosis	Repetition of a word toward the end of one phrase and the beginning of the next	Kleenex Ultra. Ultra softness is all you feel	Kleenex facial tissue (GH2)
III. Phrase structure	A. Parison	Marked parallelism between successive phrases; often involves use of one or more embedded repeated words	You never had it so easy. Your tires never had it so good.	Notouch tire cleaner (CD1)
			The quality you need. The price you want.	Kmart stores (SI1)
			The protection you need in the colors you want	Sally Hansen nailpolish (CO2)

NOTE. See note to Table 1 for explanation of sources.

TABLE 3

EXAMPLES OF THE RHETORICAL OPERATION OF REVERSAL IN MAGAZINE ADVERTISEMENTS

Content element	Classical term	Brief description	Recent instances	
			Text	Brand, product & source
I. Syntax	A. Antimetabole	A pair of words in a phrase is repeated in reverse order	Stops static before static stops you	Bounce fabric softener (GH2)
			Because after all is said and done, it's easier done than said	Microsoft software (BW1)
			It says what it does. It does what it says.	Listerine mouthwash (P1)
II. Semantic	A. Antithesis	Binary opposites are incorporated into a phrase	Add Clorox. Subtract dirt.	Clorox bleach (GH1)
			We got hot prices on cool stuff	Musicland stores (P2)
			Easy on eyes. Tough on tangles	Pert Plus shampoo (GH2)

NOTE. See note to Table 1 for explanation of sources.

TABLE 4

EXAMPLES OF THE RHETORICAL OPERATION OF DISPLACEMENT IN MAGAZINE ADVERTISEMENTS

Formal element	Classical term	Brief description	Recent instances	
			Text	Brand, product & source
I. Claim extremity	A. Hyperbole	Exaggerated or extreme claim	Peter Rabbit comes to vivid life on a hand painted treasure	Bradford Exchange Collectibles (GH2)
			The best. All the time.	S&W canned food (P2)
			Nothing beats a Budweiser	Budweiser beer (SI1)
	B. Litotes	Minimized or understated claim	It just feels right	Mazda automobile (P2)
			It takes a little more to make a champion	Champion sportswear (SI1)
II. Assertive force	A. Rhetorical question	Asking a question so as to make an assertion	Is something missing in your dog's food?	Purina dogfood (GH2)
			Don't you have something better to do?	Hewlett-Packard plain paper fax (P2)
			Who says you can't have it all?	Fruit of the Loom underwear (P1)

	B. Epanorthosis	Making an assertion so as to call it into question	There's one big difference between Viceroy and the others. The price	Viceroy cigarettes
			Chances are, you'll buy a Ranger for its value, economy and quality. Yeah, right.	Ford pickup (CD1)
			You don't have to own a Mercedes, Lexus or BMW to appreciate the new Concorde. But it helps	Chrysler automobile
IV. Center-periphery	A. Metonym	Use of a portion, or any associated element, to represent the whole	You're looking at 2 slumber parties, 3 midnight raids, 5 unexpected guests, 1 late snooze and 1 superbowl	Hormel frozen food (GH2)
			You're better off under the umbrella	Traveler's insurance (BW1)
			There's a brownies worth of fat in every spoonful of Best Foods	Kraft mayonnaise (GH1)

NOTE. See note to Table 1 for an explanation of sources.

TABLE 5

EXAMPLES OF THE RHETORICAL OPERATION OF DESTABILIZATION IN MAGAZINE ADVERTISEMENTS

Formal element	Classical term	Brief description	Recent instances			
			Text	Brand, product & source		
I. Similarity	A. metaphor	Substitution based on underlying resemblance	It puts the wind in your sails	Old Spice deodorant (SI2)		
			Say hello to your child's new bodyguards	Johnson & Johnson bandaids (GH1)		
			Science you can touch	Jergens skin care (CO2)		
	B. pun (general)	Substitution based on accidental similarity	1. pun (homonym)	Make fun of the road	Ford automobile (CD2)	
				The right contacts	Envision contact lens (P2)	
			How to make a home <u>run</u>	Whirlpool appliances (GH2)		
			2. pun (antanaclasis)	Repeating a word in two different senses	Today's Slims at a very slim price	Misty ultralight cigarettes (CO2)
					Nobody knows the athletes foot like the Athletes Foot	Athletes foot shoe store (SI2)
			Skin things that <u>do</u>	Bufpuf skin care		

			things	(CO1)
	3. pun (syllepsis)	A verb takes on a different sense as clauses it modifies unfold	He drives a car fast, a bargain hard, and women to distraction	Silhouette books (GH2)
			Built to handle the years as well as the groceries	Frigidaire refrigerator (GH2)
			It's too bad other brands don't pad their shoes as much as their prices	Keds shoes (GH2)
	4. pun (resonant)	A phrase is given a different meaning by its juxtaposition with a picture	Will bite when cornered [picture of car splashing up water as it makes a turn]	Goodyear tires (CD2)
II. Opposition	A. paradox	A self-contradictory, false or impossible statement	This picture was taken by someone who didn't bring a camera	Kodak film (P1)
			Mark McGwire hit 42 home runs last year. But we held the bat.	Franklin batting glove (SI2)
			For twenty years, the winners at Indy haven't changed their tires	Goodyear tires (CD1)
	B. Irony	A statement that means the opposite of what is said	Laugh at our expense [accompanied by discount coupon on comedy video]	Pepsi cola (SI1)
			Just another wholesome family sitcom [male lead licking cream off thighs]	HBO cable tv (CO1)
			We spent years developing this incredibly comfortable contact lens, and this is how you treat it [finger flicks lens away]	Accuvue disposable contacts (P1)

NOTE. See note to Table 1 for an explanation of sources.