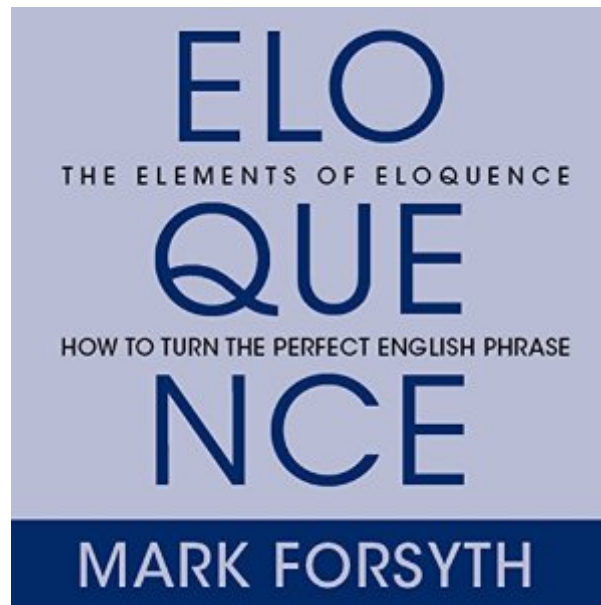


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# The Elements Of Eloquence: Secrets Of The Perfect Turn Of Phrase



## Synopsis

From classic poetry to pop lyrics, from Charles Dickens to Dolly Parton, even from Jesus to James Bond, Mark Forsyth explains the secrets that make a phrase - such as "O Captain! My Captain!" or "To be or not to be" - memorable. In his inimitably entertaining and wonderfully witty style, he takes apart famous phrases and shows how you too can write like Shakespeare or quip like Oscar Wilde. Whether you're aiming to achieve literary immortality or just hoping to deliver the perfect one-liner, *The Elements of Eloquence* proves that you don't need to have anything important to say - you simply need to say it well. In an age unhealthily obsessed with the power of substance, this is a book that highlights the importance of style.

## Book Information

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## Customer Reviews

This is no dry text book on rhetoric; It's a valuable tool for anyone engaged in communication. *The Elements of Eloquence* explains the techniques that can be employed to make phrases more engaging and memorable. By looking at work from such diverse sources as The Beatles, Yoda and Shakespeare, Forsyth explains the 'hows and whys' of good writing. If you ever wondered why certain phrases seem so memorable or why some classic literature seems to sing with a richness and poetic clarity; this book goes a long way in showing you how it's done. The section explaining how Shakespeare transformed the passages of a history book he was referencing into the beautiful passages used in 'The Tragedy of Antony and Cleopatra' is the highpoint of the book for me. That section alone is worth the price of this book. This book covers well known devices such as

Alliteration, 'Full fathom five thy father lies.' As the author notes, just expressing the same thought any other way--e.g. 'your father's corpse is 9.144 meters below sea level'-- is the difference between being considered a great poet, or just being a coast guard with some bad news. Chapter 24 covers Chiasmus; a favorite of American Presidents. 'You stood up for America, now America must stand up for you.' 'Whether we bring our enemies to justice or bring justice to our enemies, justice will be done.' Other tools such as the rhetorical question and Hyperbole are explained using examples both ancient and modern. To be honest I'd never heard of many of the techniques before reading this book, but now I'm noticing them as they are employed in advertising, speechmaking and literature. I try to read one chapter a day and it's been a great help for my own writing.

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