**Terms and Structures of Language (UW-La Crosse Public Speaking Center)**

Word choice and language structure help reinforce our message and connect with our audience.

**Repetition**: words, phrases, or information that is repeated throughout a speech

- Dr. Martin Luther King Jr. (1963): “I have a dream.”

**Alliteration**: repeating the same vowel sounds in a sentence

- “Sally sells sea shells by the sea shore.”

**Parallelism**: use of similar structure of words, phrases, or clauses

- “She is an activist, a community organizer, and a social media influencer.”

**Antithesis**: contrasting ideas put together in parallel structure.

- John F. Kennedy (1962): “We choose to go to the moon at because it is easy, but because it is easy, but because it is hard.”

**Narrative**: stories which operate to connect an audience to the speech

- When determining if you should use a narrative, consider two issues:
  - Narrative coherence: Does the story make sense?
  - Narrative fidelity: Is a narrative believable?