**Rhetorical Strategies in Essay Writing**

There are several rhetorical strategies you can use to make your writing more powerful. It is often a good idea to use *several* of these strategies in combination, although not every strategy will be applicable to every essay or topic you are discussing.

1. Exemplification: Provide examples or cases in point. Are there examples - facts, statistics, cases in point, personal experiences, interview quotations - that you could add to help you achieve the purpose of your essay?
2. Description: Detail sensory perceptions of a person, place, or thing. Does a person, place, or object play a prominent role in your essay? Would the tone, pacing, or overall purpose of your essay benefit from sensory details?
3. Narration: Recount an event. Are you trying to report or recount an anecdote, an experience, or an event? Does any part of your essay include the telling of a story (either something that happened to you or to a person you include in your essay)?
4. Process analysis: Explain how to do something or how something happens. Would any portion of your essay be clearer if you included concrete directions about a certain process? Are there any processes that readers would like to understand better? Are you evaluating any processes?
5. Comparison and contrast: Discuss similarities and differences. Does your essay contain two or more related subjects? Are you evaluating or analyzing two or more people, places, processes, events, or things? Do you need to establish the similarities and differences between two or more elements?
6. Division and classification: Divide a whole into parts or sort related items into categories. Are you trying to explain a broad and complicated subject? Would it benefit your essay to reduce this subject to more manageable parts to focus your discussion?
7. Definition: Provide the meaning of terms you use. Who is your audience? Does your essay focus on any abstract, specialized, or new terms that need further explanation so your readers understand your point? Does any important word in your essay have many meanings and need to be need to be clarified?
8. Cause and effect analysis: Analyze why something happens and describe the consequences of a string of events. Are you examining past events or their outcomes? Is your purpose to inform, speculate, or argue about why an identifiable fact happens the way it does?
9. Argumentation: Convince others through reasoning. Are you trying to explain aspects of a particular subject, and are you trying to advocate a specific opinion on this subject or issue in your essay?