Rhetoric Lesson Five: Sound

Examples:

**Alliteration**

Rivers: Hello...Who's the honcho around here?

Radio Station Honcho: I am. Who're you?

"...Well, sir, I'm Jordan Rivers. And these here are the *Soggy Bottom* *Boys* out of Cottonelia, Mississippi -- **s**ongs of **s**alvation to **s**alve the **s**oul. Uh, we hear that you pay good money to sing into a can."

-- delivered by George Clooney (from the movie '[*O Brother, Where Art Thou*](http://www.americanrhetoric.com/MovieSpeeches/moviespeechobrother.html)?)

"Was he not unmistakably a little man? A creature of the **p**etty rake-off, **p**ocketed with a **p**etty joke in **p**rivate and denied with the stainless **p**latitudes in his **p**ublic utterances."

-- [C.S. Lewis] *The Screwtape Letters*

* "A moist young moon hung above the mist of a neighboring meadow."  
  (Vladimir Nabokov, *Conclusive Evidence*, 1951)
* "The efficient Baxter bicycled broodingly to Market Blandings for tobacco."  
  (P.G. Wodehouse, *Something Fresh*, 1915)
* "Guinness is good for you."  
  (advertising slogan)
* "A lot of **alliteration** from anxious anchors placed in powerful posts!"  
  (Albert Brooks as Aaron Altman in *Broadcast News*, 1987)
* "The soul selects her own society."  
  (Emily Dickinson)

**Assonance**

"The gloves didn't fit. If it doesn't f**i**t, you must acqu**i**t."

-- Johnny Cochran, Closing Arguments from the O.J. Simpson Trial

"I feel the n**ee**d, the n**ee**d for sp**ee**d."

-- delivered by Tom Cruise and Anthony Edwards (from the movie *Top Gun*)

* Those images that yet  
  Fresh images beget,  
  That dolphin-torn, that gong-tormented sea."  
  (W.B. Yeats, "Byzantium")

**Onomatopoeia**

* "*Chug, chug, chug. Puff, puff, puff. Ding-dong, ding-dong.* The little train rumbled over the tracks."  
  ("Watty Piper" [Arnold Munk], *The Little Engine That Could*)
* "*Brrrrrrriiiiiiiiiiiiiiiiiiinng!* An alarm clock clanged in the dark and silent room."  
  (Richard Wright, *Native Son*, 1940)
* "I'm getting married in the morning!  
  *Ding dong!* the bells are gonna chime."  
  (Lerner and Loewe, "Get Me to the Church on Time," *My Fair Lady*)
* "*Plop, plop, fizz, fizz*, oh what a relief it is."  
  (slogan of Alka Seltzer, U.S.)

Do one of the following.

1. Use alliteration to describe product that you really like/or a product you really dislike
2. Use onomatopoeia to describe the sound of something breaking down/not working.