

CONTENTS

<u>INTRODUCTION</u>	7
<u>CHAPTER 1: COMPOSITION</u>	14
A. Selection, Force, and Propriety of Diction..	14
B. Sentence Analysis.....	33
C. Arrangement and Continuity.....	51
<u>CHAPTER 2: FIGURATIVE LANGUAGE</u>	58
A. Thematic Arrangement.....	59
1. Household.....	59
2. Travel.....	61
3. Nature.....	65
4. War.....	74
5. Animals.....	82
B. Effectiveness of Imagery.....	87
<u>CHAPTER 3: PATTERNS OF DESCRIPTION</u>	95
<u>CHAPTER 4: GENERALITIES AND CLICHÉS</u>	105
A. National Generalities.....	105
B. Sexual Distinctions.....	111
C. Politics.....	124

<u>CHAPTER 5: RHETORIC</u>	136
A. Clarification and Associations.....	137
B. Tonal Effects.....	151
C. Motivation and Persuasion.....	174
D. Rhetoric in Oral Speech.....	189
E. Rhetoric and Logic.....	209
<u>CONCLUSION</u>	217
<u>SELECTED BIBLIOGRAPHY</u>	225