

**Argument**

Claim, Assertion, Position, Thesis  
Evidence, Data  
Assumptions  
Appeals (ethos, logos, pathos)  
Qualifiers, Reservations

**Terms**

Genre  
Voice  
Point of view  
Stance  
Diction  
Syntax  
Irony (oxymoron, paradox)  
Allusion  
Analogy  
Implication

**SOAPS**

Subject  
Occasion  
Audience  
Purpose  
Speaker

**Tropes (created through diction)**

Metaphor  
Extended metaphor  
Simile  
Personification  
Hyperbole  
Metonymy  
Synecdoche

**Schemes (created through syntax)**

Parallelism  
Antithesis  
Juxtaposition  
Anaphora  
Periodic, Cumulative, & Inverted sentences  
Subordination