

Write like a professional



parallelism

- We all know about repetition.
 - “*Tomorrow and tomorrow and tomorrow*, creeps in this petty pace from day to day.”(William Shakespeare_

"She's safe, *just like I promised*. She's all set to marry Norrington, *just like she promised*. And you get to die for her, *just like you promised*." (Jack Sparrow, The Pirates of the Caribbean)

Parallelism is just another way of repeating.

- Take this, for instance:

In the rush out of the door,
tripping over a stone, I fell
over with a bang of my
head on the ground.

Parallelism

- That is hard to follow.
 - *Rushing* out of the door, *tripping* over a stone, *falling* over, *banging* my head on the ground....
 - I *rushed* out of the door, *tripped* over a stone, *fell* over, and *banged* my head on the ground.
- Much better - they all match because you are repeating the same grammar - present participle and the past simple tense.

- If you go onto Wikipedia, you will find several other ways of using repetition cleverly too.

antithesis, anaphora, asyndeton, climax, epistrophe, and symplote.

So?

If you are writing a persuasive essay, then do use parallelism.

"**The inherent vice** of capitalism is the *unequal sharing* of blessing; **the inherent virtue** of socialism is the *equal sharing* of miseries." — Winston Churchill

"...and that government **of the people, by the people, for the people**, shall not perish from the earth." — Abraham Lincoln, Gettysburg Address

assonance

- Within words, you can do repetition too, and this can be the key to rapping.....

Public Enemy's 'Don't Believe The Hype': *"Their pens and pads I snatch 'cause I've **had it** / I'm not an **addict**, fiending for **static** / I see their tape recorder and I **grab it** / No, you can't **have it back, silly rabbit**".*

That is assonance. When all the vowel sounds are the same. a-a-a-a-a-

This, too is very useful for jokes and persuasion.

- Religion: "When Jesus told his disciples to pray for the kingdom, this was no pie in the sky by and by when you die kind of prayer."
- Films: "I feel the need, the need for speed."

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

- Eddie Murphy as the donkey in Shrek uses assonance a lot too.

Ways forward:

- If you repeat the consonants, then that is called *alliteration*.
 - Round the ragged rock, the ragged rascal ran.
 - The Leith police dismisseth us.

one syllable words

- Using words of one syllable is good for stressing something.

What do we want?

Freedom.

When do we want it?

NOW.

One syllable!



Even in Spanish!



All one syllable



embellishment

- Writing should be fun.
- Just as if you are dressing up, you wear little bows, or badges, or have your hair done specially, so in writing - have a bit of fun!
- This is called an embellishment.





Here is Richard Stilgoe

.....in an age when any old nonsense can appear on the internet, it's meant to set the record straight. Which may appear *paranoid and self-absorbed*, but hey, this is showbiz. I hope the result doesn't sound boastful, and I really have tried to make it honest.

To my *surprise and delight*, since 16th June 2012 this has been the website of *Sir* Richard Stilgoe. Annabel is now Lady Stilgoe, and her unceasing labours are probably the main reason I've been elevated. Thank you to so many of you who have written and said kind things. *It seems unfair that when the ship is moving well they paint the figurehead gold instead of praising the people rowing away at the back, so I honestly hope the rowers see this as an award for them just as much as for me.*

Repeating adjectives and nouns, is an embellishment. The final metaphor is an embellishment, put in for fun.



Cole Porter was a master of embellishment

I feel a sudden urge to sing the kind of ditty that invokes the Spring
So, control your desire to curse while I crucify the verse

This verse I've started seems to me the "Tin Pan-tithesis" of melody
So to spare you all the pain, I'll skip the darn thing and sing the
refrain

The night is young, the skies are clear And if you want to go walkin',
dear It's *delightful, it's delicious, it's de-lovely*

I understand the reason why You're sentimental, 'cause so am I
It's *delightful, it's delicious, it's de-lovely*

You can tell at a glance what a swell night this is for romance

You can hear, dear Mother Nature murmuring low "Let yourself go"



And that classic, the Book of Common Prayer:

- Almighty God, Father of our Lord Jesus Christ, Maker of all things, Judge of all men; We acknowledge and bewail our manifold sins and wickedness, Which we from time to time most grievously have committed, By thought word and deed Against thy Divine Majesty, Provoking most justly thy wrath and indignation against us. We do earnestly repent, And are heartily sorry for these our misdoings.

Look at all that unnecessary repetition!

brevity

- Embellishment just adds stuff. But just adding stuff all the time turns your work into waffle. Here is some classic waffle:

www.youtube.com/watch?v=GxBtGuu9BVE

- If you look at professional writers, they do not waffle.
- They keep it short.



The Gettysburg Address.

- After the battle of Gettysburg, Abraham Lincoln, the American President stepped forward to make a Presidential Speech.
- The previous speaker had waffled on for two hours or so.
- Abraham Lincoln spoke simply for just a few minutes and his speech has gone down in history.
- http://www.youtube.com/watch?v=BvA0J_2ZpIQ



Winston Churchill

- During the Second World War, England stood alone against Nazi Germany.
- Winston Churchill, by a short series of speeches over the radio rallied a defeated nation and won the war.
- Longer speeches would have made people turn the radio off.
- http://www.youtube.com/watch?v=MkTw3_PmKtc&hl=en-GB&gl=GB



Mrs Thatcher

- In parliament, Mrs Thatcher made a memorable speech where she shouted “No, No, NO!”
- People got the message that she did not want to join the Euro or the European Community and she lost her job as Prime Minister a few days later.
- <http://www.youtube.com/watch?hl=en-GB&v=U2f8nYMCO2I&gl=GB>

Further works:

You need to look up the words of just one of the writers mentioned above. Read them out loud and listen to the cadences.

- Write out sentences using: repetition, parallelism, assonance, alliteration, one syllable words and embellishments.
- Keep it simple and be brief!
- Listen to one of the speeches again. Can you write like that?

So why should I bother?

- Persuasive writing gets you noticed.
 - you can get thousands of hits on the web.
 - you can be a copy writer in advertising.
 - you can be a teacher.
 - you can be a salesman or politician.
 - or you can be a comedian or songwriter.
 - or a rapper.....



AND

- You do not even have to be good looking!

