

metaphors imply two items are similar although they are not alike, a debater must be subtle when attempting to persuade the audience of any sort of similarity. You should be mindful that some explanation might be necessary for the audience to understand and appreciate the metaphor. For instance, you might argue that the death penalty embodies the logic of George Orwell's *1984*, not in a real sense, but metaphorically, because the death penalty does allow the government to wield considerable power over its citizens.⁶

5. **Analogy.** Akin to metaphor in showing relationships between two items that are similar in some way, either figuratively or literally. In other words, you may assume that if "compared cases are alike in all known essential characteristics," then "they will be alike with a regard to a characteristic known in one case but not in the other."⁷ When you as debater suggest that the reasons the United States fought in Vietnam are similar to the reasons it engaged in the war in Iraq, you may then conclude that the United States should pull out of Iraq just as it did to end its war in Vietnam. Comparing the known characteristics that are similar in both conflicts, then, allows you to reach a conclusion based upon that similarity.
6. **Personification.** Used to attribute human qualities to a nonhuman object. Personification is often used to associate powerful action concepts with inanimate objects. This provides the inanimate object a certain "position" as well as equates it with humanlike qualities to *act* in a powerful manner. When debating the otherwise mundane topic of the budget, you might say that the "budget is fat with waste." In so doing, the audience will recognize that the budget cannot be "fat," per se, but it can be bulging with extraneous provisions. Personification may help to bolster an issue, or it may confirm suspicions about an issue's minimal importance.
7. **Repetition.** The act of repeating a word or phrase for emphasis. Dr. Martin Luther King, Jr.'s "I Have a Dream" speech is an excellent example of effective repetition.⁸ The deliberate use of the phrase "I have a dream" at the beginning of the paragraphs maintained rhythm, encouraged audience listening and comprehension, and ultimately made the speech memorable. Utilize repetition carefully in debate, however. Used too liberally or awkwardly, repetition can backfire. For instance, George W. Bush's awkward repetition of the word *freedom* in his second inaugural address gave the speech a shallow and mundane tenor that made it arguably one of his worst.⁹
8. **Declarative Sentences.** Used to make a speech more rhetorically powerful. Consider the difference between:
 - a) Why do nations allow torture of children?
 - b) Nations should prohibit torture of children.
 - a) Is it unreasonable to expect the U.S. to be responsible for its CO₂ emissions?
 - b) It is not unreasonable to expect the U.S. to take responsibility for its CO₂ emissions.