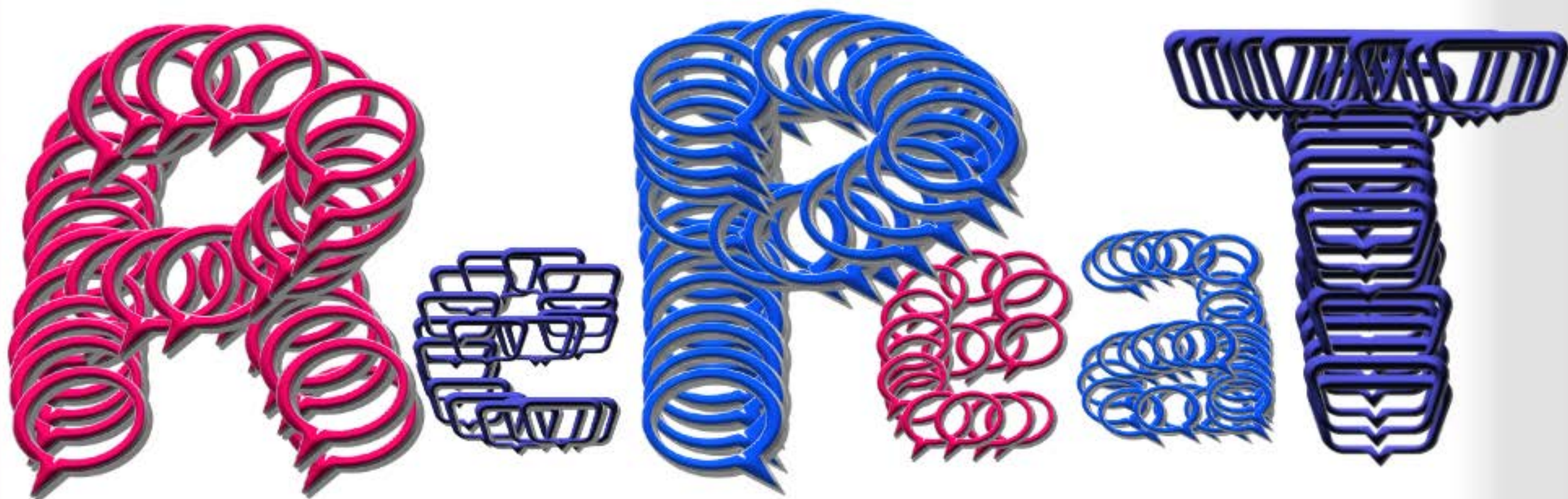


how to



yourself

Repetition is bad

**It weakens
arguments**

Repetition is bad

**It erodes
substance**

Repetition is bad

**It alienates
audiences**

Repetition is bad

**It implies
stupidity**

Except for
when it doesn't



Except for when it
adds emphasis

Except for when it
makes words memorable



conscious repetition

Consciously using
repetition techniques
gives rhythm to words.

Brains recall the rhythm
so people recall the words.

what would the papers say?



Consciously decide what to repeat.

Boil down your words into
tomorrow's newspaper headline.

This headline becomes the word
or phrase worth repeating.

You now have purposeful repetition,
not **accidental** repetitiveness.



LITERAL REPETITION

EPIZEUXIS: concurrent.

"education, education, education"

DIACOPE: interrupted.

"to be or not to be"

POLYSYNDETON:

conjunctions.

"red and yellow and green and
brown and scarlet and black
and ochre and peach and ruby..."



REPETITION WITHOUT REPETITION



PLOCE:

Repeat same word or phrase but use general then specific definitions.

"There's food and there's M&S food."

ANTISTASIS:

Repeat same word or phrase but use contrary or opposite definitions.

"Not tuna with good taste. tuna that tastes good."

COMMORATIO:

Repeat the same idea or meaning but use different words or synonyms.

"This parrot is no more! He has ceased to be!
He's expired!"

Unplanned repetition alienates.

Conscious repetition engages.

With a clear objective, repetition can:

make reading / listening enjoyable

add emphasis to key points

increase memorability

Be repetitive.

Be repetitive.

Be human.

For more on how to repeat yourself - and where - visit 1extraword.com/wordblog.



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