

Glossary of Terms -- AP English Language and Composition

These terms should be of use to you in answering the multiple choice questions and in composing your essays.

allegory -- The device of using character and/or story elements symbolically to represent an abstraction in addition to the literal meaning. In some allegories, for example, an author may intend the characters to personify an abstraction like hope or freedom. The allegorical meaning usually deals with moral truth or a generalization about human existence.

alliteration -- The repetition of sounds, especially initial consonant sounds in two or more neighboring words (as in "she sells sea shells"). Although the term is not used frequently in the multiple-choice section, you can look for alliteration in any essay passage. The repetition can reinforce meaning, unify ideas, supply a musical sound, and/or echo the sense of the passage.

allusion -- A direct or indirect reference to something which is presumably commonly known, such as an event, book, myth, place, or work of art. Allusions can be historical, literary, religious, topical, or mythical. There are many more possibilities, and a work may simultaneously use multiple layers of allusion.

ambiguity -- The multiple meanings, either intentional or unintentional, of a word, phrase, sentence, or passage.

anadiplosis -- The repetition of the last word of one clause at the beginning of the following clause. "Fear leads to anger, anger leads to hate, hate leads to suffering." Yoda

analogy -- A similarity or comparison between two different things or the relationship between them. An analogy can explain something unfamiliar by associating it with or pointing out its similarity to something more familiar. Analogies can also make writing more vivid, imaginative, or intellectually engaging.

anaphora -- One of the devices of repetition, in which the same expression (word or words) is repeated at the beginning of two or more lines, clauses, or sentences. "It was the best of times; it was the worst of times."

anecdote -- A short narrative detailing particulars of an interesting episode or event. The term most frequently refers to an incident in the life of a person.

antecedent -- The word, phrase, or clause referred to by a pronoun. The AP language exam occasionally asks for the antecedent of a given pronoun in a long, complex sentence or in a group of sentences.

aphorism -- A terse statement of known authorship which expresses a general truth or a moral principle. (If the authorship is unknown, the statement is generally considered to be a folk proverb.) An aphorism can be a memorable summation of the author's point.

apostrophe -- A figure of speech that directly addresses an absent or imaginary person or a personified abstraction, such as liberty or love. It is an address to someone or something that cannot answer. The effect may add familiarity or emotional intensity. William Wordsworth addresses John Milton as he writes, "Milton, thou shouldst be living at this hour: / England hath need of thee."

atmosphere -- The emotional mood created by the entirety of a literary work, established partly by the setting and partly by the author's choice of objects that are described. Even such elements as a description of the weather can contribute to the atmosphere. Frequently atmosphere foreshadows events. Perhaps it can create a mood.

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web this article assumes that brands should be managed as valuable long term corporate assets it is proposed that for a true brand asset mindset to be achieved the relationship between brand loyalty and brand value needs to be recognised within the management accounting system it is also suggested that strategic brand management is achieved by

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web mar 10 2018 from some previous definitions it can be concluded that brand equity is an added value of a product or service that is built from some dimensions such as brand awareness brand loyalty perceived