



Analysis of English Writing from the Perspective of Western Rhetoric

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Abstract: English learning is often thought of as words, grammar and sentence patterns, or as a combination of foreign languages and cultures. In fact, rhetoric, as an English writing skill, is of great significance to English writing. Many people think that the application of rhetoric in English writing will only make the article mechanical and rigid. Therefore, many English learners pay less attention to rhetoric in the process of English learning. Flexible use of various rhetorical devices can make the article more vivid, so English learners should pay attention to the study of western rhetoric. This paper will analyze English writing from the perspective of western rhetoric.

Keywords: Western rhetoric; English writing; Analysis

Foreword

Rhetoric skills are concentrated in rhetorical methods, but rhetoric is not just knowledge. Rhetoric was first used by some leaders in western countries to give speeches so that they can skillfully arouse the emotional resonance of the audience and thus expand their influence. Therefore, rhetoric also contains some psychological contents.

I. What is rhetoric

For people of different identities, rhetoric has different meanings. First of all, it is a meaning for the speaker and another meaning for the English writing teaching. The great philosopher Aristotle believed that rhetoric is an art of persuasion. Generally speaking, influential leaders usually use some philosophical knowledge and skills to expand the influence of their speech. However, Cicero of ancient Rome directly regarded rhetoric as a means to increase the influence of speech. Thus, rhetoric has a great contribution and great role to language expressiveness. When we judge the quality of an article, we use language expressiveness as one of the criteria, so rhetoric is closely related to English writing^[1].

Western rhetoric combines two aspects of theory and practice,

so rhetoric, even if the art of speech is the art of writing, of course, debate can be regarded as another form of speech. In modern professional setting, rhetoric history, public speaking and writing are all involved in rhetoric. Not only that, rhetoric is also related to psychology, linguistics and pedagogy. In a word, rhetoric involves a wide range of subjects and has comprehensive characteristics in application. In addition, the role of rhetoric in different historical periods is also different, so it has a certain epoch.

II. Western rhetoric and English writing

At present, most English learners are not aware of the application of rhetoric in English writing. In fact, strengthening the research and application of rhetoric can better improve the writing level of English writers. In the process of using various rhetorical devices, English writers should pay attention to the rationality of application and avoid the attitude of using it. In order to ensure that the article has higher readability, try not to let the use of rhetoric affect the understanding of the article, and try to convey more information in as little language as possible. There are a variety of English rhetoric, there are 16 commonly used. Therefore, in English writing, we should make a good choice of rhetoric, as far as possible to ensure the rationality of the use of

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rhetoric. Therefore, English writers should not only master certain knowledge of rhetoric, but also practice the use of rhetoric. Only in this way, the use of rhetoric can be more and more skilled. At the beginning, we also need to read more, study some excellent cases, celebrities, especially the speeches of each generation of presidents can be used as a good rhetorical learning material.

Rhetoric was first applied to speeches, which has a great relationship with western political culture. For the Chinese, usually lack the opportunity to speak. At the same time, China's education system does not pay attention to the cultivation of students' ability, so most English learners do not master Western rhetoric well. In order to improve the English writing level and rhetoric application ability, schools and teachers should play a certain role. Let students understand the Western rhetoric five skills and emotion, rhetorical personality and rhetorical logic, so as to improve the students' rhetorical use ability and improve the overall English writing level of Chinese people^[2].

III. Analysis of English Writing from the Perspective of Western Rhetoric

The meaning of rhetoric is very wide, not only in the expression skills of rhetoric, but also in many other knowledge. However, the application of rhetoric in writing is concentrated on rhetoric, so the following will discuss the application of rhetoric in English writing in combination with the use and function of various commonly used figures of speech.

A. Metaphor

Both in Chinese and in English, figurative rhetoric is a more common form of rhetoric, mainly through concrete **Abstract** and unfamiliar things through concrete and well-known things. The use of figurative rhetoric must be based on the relationship and similarity between the two. The use of this rhetorical device can make the expression of the article more vivid and concrete, and can also appropriately increase the sense of humor of the article. In English rhetoric, metaphor is divided into three types: simile, metaphor and metonymy. Through simile, it can make the characteristics of describing both sides of things more obvious. Compared with metaphor, simile is more discovered and used relatively simply^[3]. For example, in the Paul behaved as a child" sentence, Paul's behavior is compared with the child's behavior by simile, which vividly shows Paul's childish character. Metonymy is also called metaphor. Compared with simile, this kind of rhetoric is usually relatively obscure when comparing two things, and does not need figurative words such as "seem, seem", but the meaning of the whole sentence contains the characteristics and meanings of the metaphor, which can make the whole sentence more profound.

For example, in the "The green plant is a kind of food factory" sentence, there is no figurative word in the sentence, but the green plant is directly compared to the food factory, so that the reader can better understand the meaning that the author wants to express. Metonymy is based on association, which is different from the first two kinds. The use of this rhetoric requires the author to compare the two things with a certain inevitable relationship. For example, in the expression of "The light of knowledge", light has the characteristics of bright and warm, while knowledge symbolizes the hope of the future, so there is a certain connection between the two, which can be metonymy.

B. Exaggeration

When people want to express excited emotions and very special things, they can use exaggerated rhetoric to render emotions, so as to better highlight the nature of things, and then increase the appeal of emotions. Let the reader empathize with what the author describes. In the use of exaggerated rhetoric, we should pay attention to exaggeration of a certain feature, but also pay attention to respect for objective facts, but also pay attention to the characteristics of the problem^[3]. For example, "in The loud music almost drive me up a wall" sentence, in order to better express the noise of music and the adverse impact of noisy music on themselves, through exaggeration, "push me to the corner", the image of the author's inner irritability. Exaggeration can not only make the reader understand the essence of the described things directly, but also bring the reader to associate and present the picture directly to the reader, thus increasing the sense of the picture and the expressiveness and influence of the text.

C. Comparison

The analogy rhetoric is divided into personification and personification, personification is to personalize something, so that readers can better understand the characteristics of the things described, and personification is to physicalize people, through this way to express the quality of something that people have, the advantage of this rhetoric is to express romantic, poetic, so often appear in poetry^[4]. For example, "The wind stood up and gave a shout", the original wind will not stand or shout, these are people's unique behavior, the author of this expression, can better performance of the scene at that time. At the same time, readers can have a better understanding of the of the author and the mood of writing. For example, "in The sun kissed the flowers" sentence, in order to show a warm atmosphere, the author uses the action of kissing to describe the sun, the reader can better feel the situation described by the author, but also can understand the relaxed and pleasant mood of the author when writing.

D. Puns

In pun rhetoric, the author uses homonyms or homonyms in words to make a word or a sentence present two different meanings at the same time. At the same time, these two meanings are related to the context of that time, so as to achieve the effect of pun. In this rhetorical way, the expression is more implicit and profound, and it also has a certain satire and killing power under certain circumstances. For example, "What's wrong with this fish? Long time no see (sea)", the second half of this sentence is not only to express a long time no see greeting, but also to use the characteristics of see and sea homonym the meaning of fish. This expression can make the reader feel more interesting, and if it appears in a real situation, it will not appear offensive.

E. Euphemism

Euphemism is mainly used to avoid offending others or expressing their own elegance, especially for the British with gentleman culture, the use of euphemism is more common. Sometimes Dead is too offensive to the dead, so the author usually uses "passed away" instead of "dead". in the process of writing

F. Ratio

In the same way as the parallelism in Chinese, the parallelism rhetoric can make the sentence more expressive and make the article look more dynamic. The characteristics and methods of application of parallelism rhetoric are to connect many languages with the same structure, content, meaning and tone under the same subject. The sentence rhythm written in this rhetorical way is stronger, the sentence will be more hierarchical, and the reader can feel the strong emotion of the author better.

G. Anti-language

To put it bluntly, irony is to express the opposite meaning in language, and the use of this rhetoric is usually in a certain context. The author and the reader have been able to have some obvious resonance, and both sides can tacitly know that the author is speaking irony, in such a premise, The application of irony allows the author to the meaning he originally wanted to express^[5].

Conclusion

To sum up, there is a great relationship between Western rhetoric and English writing, rhetoric is not only the use of rhetoric. However, the use of figures of speech can provide some very useful writing skills for English writing. Rhetoric, as a whole, is an art of persuasion. In the process of using various rhetorical devices to write, English writers should pay attention to strengthening their

understanding of rhetoric itself and the knowledge covered within it, and combine the rhetorical perspective to improve their ability to use rhetorical devices such as contrastive, exaggeration and so on.

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Conflicts of Interest

The authors declare that they have no conflicts of interest to this work.

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