

Some Facts of the Usages of Rhetorical Devices (Zeugma) in Speech and Writing



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ABSTRACT: Syntactic units, word combinations and speech fragments are used to strengthen the effect of speech during communication, and they are considered to be rhetoric figures. Such of these figures may be metaphor, anaphora, antithesis, asyndeton, inversion, metonymy, repetition, ellipsis, epiphora, zeugma, syllepsis, pun, etc.

The following explanation may demonstrate the definitions of some of the rhetorical devices:

a) Metaphor: It shows some comparison achieved through a figurative use of words. It also covers a word that is used not in its literal sense, but in one similar to it. The given example may illustrate our point of view:

Life's but a walking shadow; a poor player,

That struts and frets his hour upon the stage. (W.Shakespeare from Macbeth)

b) Anaphora: It took its origin from the Greek word "carried again". It is necessary to mention that this stylistic device may also be called **epanaphora**. It covers the intentional repetition of beginning clauses that to put some artistic effects on the writing or speech; it may demonstrate the repetition of words, phrases, or clauses at the beginning of word settings that are used orderly. The example used by W.Churchill once may explain its definition clearly: "We shall not flag or fail. We shall go on the end. We shall fight in France. We shall fight on the seas and oceans. We shall fight with growing confidence and growing strength in the air. We shall defend our island, whatever the cost shall be". (<https://www.goodreads.com/quotes/938857-we-shall-not-flag-nor-fail-we-shall-go-on#:~:text=We%20shall%20go%20on%20to%20the%20end.,streets%20and%20on%20the%20hills>).

c) Antithesis: It exemplifies the arrangement of setting off words, phrases, clauses, or sentences side by side. For examples: "I burn and I freeze," or "Her character is white as sunlight, black as midnight."

d) Asyndeton: It is used to show the absence of conjunctions between coordinate phrases, clauses, or words such as "We shall pay any price, bear any burden, meet any hardships, support any friend, and oppose any foe to assure the survival and the success of liberty". (<https://www.jfklibrary.org/archives/other-resources/john-f-kennedy-speeches/inaugural-address-19610120>)

e) Inversion: It means the performance of converting the correct order of words for the sake of emphasis. For example: *He had hardly entered the room when his wife shouted (correct word order). Hardly had he entered the room when his wife shouted (inversion).*

f) Metonymy: It is a figure of speech that is used to cite some objects related to that object. For example: king or queen; Black tent or Tent of Infinity for Men, etc.

g) Repetition: When a word or a phrase is used many times in order to give some effect to the speech or writing, then it may be understood as repetition. It emphasizes a word or a phrase that is repeated. For example: You need to practice your daily routines over and over and over again that they become your habits.

h) Ellipsis: It refers to the artful omission of a word. For instance, "The Armenian soldiers killed many women during The Khojaly massacre, and the Russian many."

i) Epiphora: This device is known to be a correct (exact) equivalent of anaphora. Anaphora means the reiteration of beginning part of sequential sentences, phrases though the reiteration of epiphora comes in the final (last) part of sequential sentences, phrases. For example: "Every day, every week, every morning, every evening she is thinking about him and getting worse and worse".

j) Zeugma: This device is spoken about and explained widely in the article, so only example is preferred to be given such as "He masters her heart and her wealth"; "Kill the enemy and the weapon".

k) Syllepsis: A word may be used with two other words in this device though each of the words is perceive variously. B. Franklin's famous quote can be given as example of syllepsis: "We must all hang together or assuredly we will all hang separately". (*Benjamin Franklin*)

l) Pun: In short is can be accepted as a play on two words close in sound though opposed in meaning. For example: These couple are said to have been pianists, and they had a good marriage. They are known to be in **a chord**.

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The list of the rhetorical devices may be enlarged, but it is not the aim of this article to analyze each of them.

In conversation as well as in writing, each of these figures has its own purpose, place and advantages. With the presence of a rhetorical figure, which can be observed with a wide advantage in both writing and speech, especially in writing and artistic style, it seems that writing and speech are given an image, liveliness, and a clear understanding.

In order to distinguish the meanings and the purposes of these devices, it is necessary to analyze some of them.

INTRODUCTION

One of the most used of the rhetoric device is known to be a metaphor.

The metaphor is known to be one of the stylistic figures that plays a role in revealing the implicit and explicit meanings of sentences which is used in writing as well as in speech. It is from Greek origin and means 'to copy'. The use of metaphors in writing or in oral speech is observed in the different realization of thoughts and ideas. By the power of figurative meaning, ideas are transmitted indirectly to the reader or listener and are easily assimilated [Gibbons 2018, p.197].

Metaphors used in different texts often play a key role. The role of the use of metaphors in distinguishing the meaning of a sentence can lead to the discovery of meaning. The execution and construction of the metaphor, of course, depends on the word. Words used in language help people to communicate. In order for a word to serve people, it is necessary to observe that it is used in a different sentence. In communication, the word affects its denotation, and this effect is based on the metaphor expressed by that word. It can be observed that almost all words have metaphorical value, depending on the context. For this reason, G.Lakoff claims that metaphors cannot be attributed only to artistic style. According to him, it is possible to use metaphors in all styles. G.Lakoff writes that people can also use metaphors in real life [Lakoff 1980, p.23]. We agree with G.Lakoff on this issue. Thus, if the metaphor is associated with different psychological, ideological and cultural situations of people, then it is possible to use them in everyday life. Nowadays, the use of such metaphors can be considered necessary. For example, let's use an example:

The God damn life is cutting my body every day.

It is necessary to highlight that metaphors have different levels of specificity. There are groups of metaphors that are observed at the general level, and there are those that are observed at the specific level. Metaphors such as cause and effect, time, and love are related to the general level, while those associated with emotional feelings such as grief reflect semantic features related to the level of specificity and specific physical experience [Kövecses 2002, p.90].

It is also important to distinguish metaphors from similes. While a metaphor expresses a meaning, a concept, or a metaphor that has nothing to do with the necessary term, in the simile, this object resembles or is likened to another object that is stronger than itself in certain respects [Murray 2006, p.200]. Let's compare examples: My friend is a lion. This sentence is presented with a lexical metaphor. But: My friend is *like* a lion. This sentence is used as a simile.

When talking about metaphor, one of the rhetorical figures, it is necessary to pay attention to metonymy and synecdoche. Therefore, we can list them as following:

1. Metaphor is often understood as a figurative meaning or a word expressing similarity [Mueller 2010, p.321]. For example, consider the metaphorical meaning of the word flood in English: *to cause to fill or become covered with water, especially in a way that causes problems* and so on. This word as a metaphor means *pour in = to flow slowly out of something through a small opening or to slowly produce a thick sticky liquid.*

Example:

A flood of protests poured in the street.

In this example, the word *pour* is used as a metaphor.

Another example: let us consider the meanings of the word *to ooze*:

They ooze geniality. In this example, the word *to ooze* is used as a metaphor meaning 'leak'.

Another example: to stem the tide "to prevent a wave, a current".

The authority hopes to stem the tide of inflation. "The government hopes to stem the flow of inflation."

In this example, to stem the tide is used as a metaphor in the sense of "preventing, stopping the flow."

Now let's explain a little about *metonymy*. The word is derived from the Greek word *metonomadros*, which means "to change a name, to rename, to relate to what one is referring to" [Skrebnev 2003, p.156]. Among the words used as metonymy, there is a semantic connection between time, cause, and place. Metonymy means broader than synecdoche, and narrower than metaphor. We can make such substitutions for metonymy: to read Dickens, to wear silk, to make the White House silent) and so on. It should be noted that metonymic names were first created to indicate the reasons for the origin of the word. Let's give an example: *Cognac* (from the place of the same name), *Toulouse* (From Toulouse in France), *Lynch trial* (on behalf of the American scientist Lynch), *algorithm* (on behalf of the Arab mathematician Al- Khwarism), *roentgen* (from Roentgen, the discoverer of X-rays) and so on.

Now let's use words like *eye*, *skirt*, *breath* in sentences like metonymy:

"Take your eye from me". The word *eye* is used in this sentence. The literal meaning of this word is 'eye', but as a metonymy it means *to blink*, which corresponds to the English word *gaze*.

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As we have seen, metonyms used in literary texts or in everyday conversation are mostly used instead of words that reflect a particular object or event, and have meanings such as substitution, naming, and analogy. We determine that words expressed by metonymy are given a new material name and increase the figurative meaning, the style of artistic expression. Now let's explain synecdoche in a small way. Synecdoche is used as a type of metaphor and is used to replace part of a whole or part of a whole. For example, Washington instead of America (part), Baku instead of Azerbaijan (part) and so on. Let's give an example of a sentence: All the world are talking about you. The "whole world" was used as a synecdoche.

DISCUSSION

Zeugma is considered to be a stylistic figure that is used from ancient times to the present day. It is meant to be a figure of a significant change in syntactic connection or semantic harmony between an expression and sentences. It is a syntactic style in which a word is used in several senses at the same time in a sentence, or a combination of several grammatically different words in the same construction is misunderstood by another word. The word *zeugma* is used in a (literal) grammatical, but in a different (metaphorical) sense of two words that have very close meanings [Cruse 1986, p.110]:

He lost everything there was too loose: his friend, his purse, his head and finally his reputation.

D.Crystal explains zeugma like the following: "Zeugma is a literary term which is observed to be used to replace two different words in two different ways using one word" [Crystal 1986, p.180]: /She broke his car and his heart//.

According to J. Du-Mo, when one word is used to connect two thoughts, then a zeugma is used. A zeugma is needed to be distinguished from a syllepsis. It happens then when by insisting that in a zeugma; only one of the two thoughts should make literal or grammatical sense [Du-Mo 2006, p.28].

It is noteworthy to state that a zeugma is used when a verb or an adjective modifies two or more nouns in order to create an idea. In such a case, a word is relevant to some other words in various methods (ways). [Crystal 1986, p.180]. Some examples of zeugma: "She opened her mouth and her memory when she saw him"; I advise: "You must tightly hold your tongue and your hand when you meet her";

The literature is rich in examples of zeugma. The following may be given as examples of it.

1) Yet time and her aunt moved slowly – and her patience and her ideas were nearly worn out before (J.Austin "Pride and Prejudice").

2) and scratched each other's nose, and covered themselves with dust and glory (M.Twain "The adventures of T.Sawyer").

3) He was alternately cudgeling his brains and his donkey (Ch.Dickens "Oliver Twist).

One of the main functions of zeugma is to express humor. For example: They plant cotton, grapes, and hardship.

Love may create happiness, marriage, and divorce.

A distant cousin of a transferred epithet, *zeugma* is a rhetorical term for the use of a word to modify or govern two or more words although its use may be grammatically or logically correct with only one.

J. Fahnestock offers this distinction between zeugma and syllepsis: in zeugma, unlike syllepsis, the single word does not fit grammatically or idiomatically with one member of the pair [Fahnestock 2011, p.174]. Thus, in his view, the first example below would be syllepsis, the second zeugma:

1) You are free to execute your laws, and your citizens, as you see fit.

2) Kill the boys and the luggage!

However, it is pointed out in *A Dictionary of Literary Devices* (1991), "There is little agreement among *rhetoricians* on the difference between syllepsis and zeugma" [Bryan 2016, p.184]. There are some opinions that even the *Oxford English Dictionary* "confuses *syllepsis* and *zeugma*". In contemporary rhetoric, the two terms are commonly used interchangeably to refer to a *figure of speech* in which the same word is applied to two others in different senses.

Th.Bernstein writes: "Like syllepsis, the figure known as zeugma uses a single word to link two thoughts, but in syllepsis the relationship of the linking word to both ideas is correct, whereas in zeugma the relationship is correct for one idea but not for the other. A fabricated example of zeugma might be, "He sat munching his sandwich and his beer." An actual example from fiction is, "something odd in the behavior of the pair held his attention and his curiosity." The term zeugma is often used to refer to syllepsis, but as here distinguished it obviously is a writing fault, which syllepsis is not [Bernstei 1985, p.65].

CONCLUSION

Zeugma is one of the rhetoric devices which is used to affect a speaker and a listener. It has some impressive messages; the writers and the speakers intend to use zeugma in order to get their aim in the way of making the reader or the listener to believe (or think) deeply. Zeugma is used to add some colorful impression to the text or speech. Besides, the zeugma is known to be a stylistic device that is able to make some semantic confusion in texts (or sentences). So, they are needed to be used carefully in order not to create much confusion for the listeners or readers. Using the zeugma, a word is used to modify or rule some words (more than two) in a way that only one appropriate or different sense may be possible to be caught.

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The zeugma is observed to be sharing one verb by some subjects and objects; the subjects and the objects may have a verb that carry two senses and two notions it play with meaning.

The Zeugma is also said to use words economically, so it is considered to be a kind of abbreviation of the language. It is preferred to be used for briefness and for some other purposes. For example: the zeugma is preferable to be used in such cases such as walking up and down is more suitable than walking up and walking down.

There are some cases where zeugma and syllepsis may be confused. If we want to distinguish the syllepsis from the zeugma the point that is needed to be paid attention to is its grammatical construction. The mentioned device is stated to be a figure of speech when a grammatical construction in which a word is used to modify or govern two or more words in the same sentence syntactically. Nevertheless, the very word may be relevant with only one.

It is noteworthy to highlight that zeugma is known to be one of the rhetoric devices that is used to create various senses. Some usages of the zeugma may be considered the following:

- 1) The verb and some more words; example: Kill the man and the baggage.
- 2) The preposition and some more words; example: He headed home, in the flood of tears and a blackened chair.
- 3) Some words and a verb. Example: After some minutes, the tea and the chef returned back at once.
- 4) The adjective and the nouns (two or more) as well as noun phrases (more than one). The example may illustrate our point of view: My sister was having a blue scarf and a heart that day.

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