

## Repetition as a Persuasive Tool in Stylistics and Rhetoric

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**ABSTRACT:** The current paper attempts to analyze repetition as a persuasive device in stylistics and rhetoric. This paper aims at showing the role and function of repetition as a stylistic and rhetoric device used for persuasive effect in Fitzgerald's novel: *The Great Gatsby*. Repetition is the recurring of one or several identical items in oral conversation or speech by a speaker and in a written text by the writer. In literary text, repetition is classified into many kinds considering its function, fulfillment, performance. Due to its persuasive purpose, repetition falls in different categories: anaphora, epiphora, anadiplosis, epanalepsis, and root repetition. Since it is a natural phenomenon that has a stylistic and rhetorical value, repetition has a wide application in writers' language. The present paper is arranged to deal with controversial matters such as identifying reasons for using repetition, the types and the structure of repetition in the text of *The Great Gatsby* novel, identifying the most pervasive category that is used as persuasive tool. It is hypothesized that Fitzgerald has employed different types of repetition as a persuasive strategy as a means of intensifying meaning through repeating the same items: structures, phrase, and words. The researcher uses a descriptive qualitative method of analysis of some randomly extracts chosen from Fitzgerald's novel: "The Great Gatsby" as stylistics and rhetoric text. Findings demonstrate that Fitzgerald depends on repetition to add force to the meaning of linguistic structures. In addition, different types of repetition are used to affect readers' emotion and repetition has been explored as a good means of achieving persuasion, creating a rhetoric and stylistics text.

**KEYWORDS:** repetition, persuasion, rhetoric, stylistics, anaphora, epiphora, anadiplosis, epanalepsis, root repetition

### 1. INTRODUCTION

Generally, the rhetoric term has been used to describe a well-organized speech. Its origin came back from Greek "techn rhetorike", and it is an art of speech that has its manifestation in public speaking as means of persuasion. In the Phaedrus, Plato argues that rhetoric must be manipulated as an effective tool to philosophers' search for truth. Aristotle describes it as an art, the soul of any philosophical debate (Bradford, 1997).

However, with respect to its conventional role of presenting message and framing, rhetoric mainly has its aim at persuading (Al-Mukharriq, 2019: 9). Since persuasion is the typical object of rhetoric, repetition is a rhetorical device used for this effect. Indeed, as a rhetorical device and a stylistic device used for literary effect: repetition plays significant roles in bringing about a persuasive effect in literary text (Kolln, 1999: 16). Persson gives a plausible definition of repetition as well as sequential repetition: Repetition is a commonest device that has a comprehensive and varied connotation in stylistics and linguistics. Sequential repetition is a term used to describe series of repetition, put it differently, it is a regular recurring of one or several of the same lexical item either in continuous spoken course uttered by a speaker or a sequence produced by a writer (Al-Mukharriq, 2019: 10-11). As a stylistic device, writers rely on repetition for cohesion sense, since the use of repetition represents part of the glue that holds paragraphs together; thereby, the text appears more convincing (Kolln, 1999: 22). Repetition falls in many categories: anaphora, epiphora, anadiplosi, framing, root repetition, chain repetition. In stylistics, literary text, it is noticed that repetition appears as a pervasive device too.

#### 1.1 Research Questions

The study sets out to deal with such controversial aspects: the motivation that makes Fitzgerald deploying repetition as a persuasive tool, in particular. Of equal importance, Fitzgerald relies on repeated structures, phrases, words in order to make his piece of writing more convincing, but it is not determined whether the extent of persuading is done equally through all types of repetition together or there is a one pervasive type that is mostly and frequently employed to generate emphasis of repetition on particular linguistic structures. The following are the main questions of this paper:

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1. Through which structures does Fitzgerald enforce the meanings of linguistic structures when using repetition in the novel "The Great Gatsby"?
2. What are the different types and categories of repetition in the text of The Great Gatsby novel?
3. What is the most pervasive category that is used as a persuasive tool?

### 1.2 Research Hypothesis

After examining the above issues, it can be hypothesized the following points:

1. Fitzgerald enforces the meaning of linguistic structures through using repetitive structures, phrases, and words.
2. Fitzgerald also relies on different types of repetition together for persuasive effect.
3. The novelist depends on repetition to persuade his readers with his intended message: the reality of American dream.

### 1.3 Objectives

The present paper aims at achieving the following objectives:

1. Showing how the rhetorical and stylistics device acts as a persuasive tool through enforcing and emphasizing the meaning of linguistic structures.
2. Finding out the various types of repetition utilized by Scott Fitzgerald in his novel "The Great Gatsby".
3. Identifying the repetitive structures that contribute mostly in conveying the novelist's message.
4. Investigating the role of repetition in persuading readers in stylistics and rhetoric corpus as in Fitzgerald's "The Great Gatsby".

### 1.4 Procedures

In the frame of these objectives, the following procedures will be adopted:

1. Reviewing the literature concerning repetition and its representation in stylistics and rhetoric.
2. Reading the literary text of the novel "the Great Catsby", collecting data and identifying repetition strategies throughout text.
3. Developing a model for examining the selected data.
4. Conducting a descriptive qualitative method of analysis of some randomly extracts chosen from Fitzgerald's novel "The Great Gatsby" as a stylistic and a rhetoric text.

### 1.5 The Significant of the Study

The present paper derived its importance from the truth that repetition is a very significant and natural phenomenon, which occurs most frequently in everyday speech, in literary text, in particular. It provides the researchers with valuable analysis about using repetition as a rhetoric and a stylistics device. Though repetition has been tackled in previous studies, but in this study, it will be dealt with deeply. It is a kind of study focusing on the role and function of repetition in stylistics including literary and non-literary text and rhetoric simultaneously. Therefore, this work makes the readers, especially researchers, more acquainted and familiar with how repetition deployed by the novelist in fiction as in "The Great Gatsby" which is a text representing rhetoric and stylistics.

### 1.6 Research Method

The researcher adopted a descriptive qualitative research method to analyze the data. A qualitative investigation is closely related to the analysis of the meaning. Consequently, the current paper attempts to find out the role and the function of repetition as a persuasive tool utilized by Fitzgerald's novel "The Great Gatsby". Depending on random selected extracts, the data is taken from a literary work, an American novel, written by Scott Fitzgerald. The focus of the study will be instances of repetition occur in "The Great Gatsby", in order to make close scrutiny for the purpose behind using those repetitive structures and eliciting the persuasive effect on the readers' part. It is assumed that the novel is entailed repetitive words, phrases, structures that contribute to the sense of reality as a good means to arouse readers' emotion.

## 2. LITERATURE PREVIEW

### 2.1 Persuasion Art

There is an inquiry that revolves around persuasion whether it falls under the rubric of art or it is a kind of gift that has not answered yet. However, a general consent advocates that persuasion is an art. As an art, persuasion receives actual analysis that came from Greek at the hand of Isocrates, through which ideas of manner have been advanced (Sandler, 2019: 1). Aristotle, the father of rhetoric, establishes the foundation of rhetoric as "the art of persuasion", specifying for public speech and negotiation in an Athenian. Accordingly, theories of persuasion emphasize that persuasion is an art in a sense it can be learned (Andrews, 2014: 16). In its essence, Gardikiotis and Crano (2019: 171) indicate that persuasion is related to speaker's dexterity to change hearer's

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attitude, beliefs, values or even personality. Lakoff (1982: 219) defines persuasion as a process that goes in one direction with one's intention to moderate the behavior, feeling, beliefs and view point of others by communicative means.

Freese (1926) states that rhetoric is the “artificer of persuasion”; persuasion mechanism can be achieved when the orator managed to address the hearers' emotion. Further, the outcome of persuasion concerned more with producing belief either true or false rather than acquiring knowledge (Freese, 1926: xviii). However, different strategies and means can be adopted to bring about convincing effect on individuals. Aristotle, for example, puts in advance three methods of persuasion, they are: ethos (the speaker's personality as viewed by the listener, logos (logic role), and pathos (persuasion by emotion) (Sandler, 2019: 1). Likewise, many tools and devices have a persuasive effect upon readers or hearers as in the using of figure of speech. Repetition in particular has a persuasive effect through which a great deal of emphasis can be derived from repeated words, phrases, structures or ideas. With aid of stylistics that involves identifying linguistic features in a literary text (Widdowson, 1975), a large amount of stylistics studies reveals too many of those linguistic devices that have been used as a persuasive device, basically repetition. The relation between persuasion and stylistics will be tackled in the next section.

### 2.2 Stylistics and Persuasion

Bradford (1997) argues that stylistics encompasses specific areas of study upon which its analysis is paved. Accordingly, by examining textual features, generic categories can be specified: literary, non-literary; poetic, non-poetic. Due to its recent appearance, many scholars' endeavors aim to define stylistics; Simpson describes it as a method of textual interpretation in which the supremacy has been given to the language. Widdowson (1975) considers stylistics as an ongoing process of interaction between linguistic and literature. He defines stylistics as the study of literary text from the corner of literary theory and from a linguistic orientation. Bloomfield (1976) defines stylistics as “the study or interpretation of the linguistic element or distinctive linguistic element in a writing, group of writings, or a text, that is, is a structure capable of being interpreted by a code, including intentional structures like a culture or a whole language” (p. 271). Taken together, these definitions indicate that stylistics interpreted how literary effect encoded in language. Then, stylistics is after the tools and devices that encode shaping the text, either literary or nonliterary. Intellectually, the relation between stylistics and persuasion has become clear.

Persuasion can be enhanced when the writer deploys linguistic tools and devices such as repetition. This means that repeated words add force to the argument and stabilize the writers' view in the readers' mind. Imagery, figurative language, metaphor, and simile can portrait a word picture for audience, making the meaning more tangible; in addition, hyperbole involves exaggerating that throws emphasis on the point of view being made (Elevate Education, 2016). What brings persuasive devices (there are many more devices with several categories) to the light is definitely the stylistics study. Further, they demonstrate their role and effects in literary text.

### 2.3 Rhetoric as an Art of Persuasion

The study of rhetoric, the art of employing the most influential means of persuasion in writing or speaking, has dated back to Greek and Rome. In particular, Greek has given rhetoric serious debate. Isocrates, who was pioneer in this respect, advanced thoughts concerning style and proper education. Plato, in his Phaedrus, has directed his student to accurately constructing a speech. Indeed, the art of persuasion has been evaluated with Aristotle's rhetoric. Unlike his predecessor, Aristotle has developed a seminal work on persuasion that remains a vital topic till recent days (Sandler, 2019: 3).

According to Aristotle, rhetoric can be effective in terms of three modes of persuasion: the first addresses audience's emotion (pathos), the second is related to the speaker's or the orator's character or set of values (ethos), and the last one is concerned with the argumentational reasons (logos). Andrew (2014) in his theory of contemporary rhetoric explicates that the interest in rhetoric as an art of persuasion does not limit to Greek, but Rome has its contribution to the analysis of rhetoric, namely, Cicero, Quintilian, and the Rhetorica Herennium. Their work act as an advanced level of Aristotle's statement and proof. With paying particular intention to the arguments, they organized the structure of speech into five stages: “invention, arrangement, style, memory, and delivery, presentation” (Andrew, 2014: 18).

### 2.4 Figurative Language: Repetition as a Device for Persuasion

Figurative language refers to the color that is used to intensify any writing. It is taking an ordinary statement and intends to wear it up in an evocative frock. It smoothly refers to something without indicating it plainly. Figurative language is a method to involve readers, making a guide to them through affective writing with a more innovative tone (Huiyuan, and Malvina, 2024: 12). Although, writers have used many devices to color their writings, repetition comes as one of the most effective tools. Psychological studies have proposed that there may be a positive effect through repetition with a persuasive argument on someone's reception of agreement. In the late 1970s and 1980s, Richard Petty and Cachiappo were two pioneers in this area. The moderate repetition use can be effective in a persuasive argument if the argument is created in such a way that repetition is spread out over time. The use of repetition, written or spoken, generates a greater familiarity with the message over the long course of an argument, leading to gradual agreement if the intensity of repetition is gradual itself (Lewis, 2024).

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### 2.5 Definitions of Repetition

Repetition is defined as a literary device in which the same words or phrases are repeated a few times to make an idea clearer (Literary Devices, 2017). Many kinds of repetitions are commonly used in both poetry and prose. As a rhetorical device, it could be a word, a phrase or a full sentence or a poetical line. Repetition involves deliberately the use of a word or phrase for effect, two or more times in a speech or written work. Akhmanova as cited in Hasanova (2011: 9) gives a brief statement explaining the nature of repetition "It is repeated what is needed to single out specially semantically and emotionally element".

Repetition is not well-known merely as a figure of speech, but also as a rhetorical device (Ratnadewi, 2017: 20). It is considered as a multifunctional stylistic device. It promotes the emotional aspect of communication through emphasis, raises the efficacy of the speaker's intentions, achieves the appellative function, and holds the attention of the listener (Peredon, 2017: 51). In writing, Betts (2020) indicates that repetition can happen at various levels: with individual sounds and letters, separate words and phrases, or even ideas. Repetition can be challenging in writing since it could lead to dull work, but it can also be an influential rhetorical or poetic approach to reinforce the message. All these definitions converge in one point that repetition is a figure of speech which involves recurring the same segment of speech for two or three times, most often it is used for multiple functions and purposes.

## 3. MODEL AND DATA ANALYSIS

### 3.1 Model of Analysis

Repetition is commonly found in mainstream fiction as in Fitzgerald novel "The Great Gatsby". Since it is a piece of literary work, this novel has fallen under stylistics and rhetoric category. Accordingly, the current paper attempts to investigate the role of repetition, regarding different types of repetition as a persuasive tool used by Fitzgerald in his novel "The Great Gatsby". In particular, this study is accomplished to examine the effect of the repeated words on reader's emotion, since the successive repeated words that are intended by Fitzgerald have the power to evoke the readers' emotional response so that they can bring the readers into consensus with the novelist's point of view. That is, the implementation of repeated words, structures, ideas captivate readers' attention by focusing and intensifying the intended meaning of linguistic structures. Hence, this study utilizes a descriptive model based, fundamentally, on repetition categories to investigate how repetition manifested in different types working as a persuasive device in prose fiction. Repetition can be classified according to several criteria such as compositional pattern or syntactic, semantic and lexical criteria. However, the classification of repetition according to compositional pattern or syntactic criteria will be adopted as a model of analysis. Technically, due to this criterion, repetition can be classified into five types: anaphora, epiphora, anadiplosis, framing, and root repetition. Those types will be explained thoroughly below.

### 3.2 Types of Repetition

Various types of repetition have been deployed in literature, novel in particular. Those types vary in their popularity and their importance. Anaphora and epiphora are the most common ones, whereas anadiplosis, epanleipsis, and root repetition are less common. They will be illustrated with examples for each.

#### 1. Anaphora

Its origin is related to Greek "anaphora" that means to bring back or carry back, but in English it is used to describe the repetition of words or phrases at regular initial position of the clauses (Zhang, 2005). Anaphora can be defined as the case of repeating a word or a group of words at the initial position of successive sequences of language, where sequences can be interpreted in several forms. However, it may be anaphora of phrases, clauses, lines, or chapters (Dubremetz and Nivre, 2018). In other words, the repetition of the words occurs at the beginning of two or more phrases, clauses, or consecutive sentences, then they have been labeled as an anaphora (Matevossian and Gasparian, 2011: 49). Many writers exploit anaphora to enhance certain ideas and make them an important thought needed to be scrutinized by the readers as in Shakespeare's Richard "Mad world! Mad kings! Mad composition!" (quoted in Matevossian and Gasparian, 2011: 50). The use of anaphoric type in a literary text can bring about an effect of balance (Kemertelidze and Manjavidze, 2013: 4). Since through using of anaphora certain emphasis can be added to specific ideas, it is used for multiple purposes; in particular, it can be used to appeal to the readers' emotion in order to persuade, inspire, motivate and to encourage them (Ibrahim, 2019: 9).

#### 2. Epiphora

Epiphora or epistrophe as originated in Greek is repeating an expression or a word at the end of successive sentences, clauses, phrases, or verses, especially for poetic or rhetorical effect (Stashko, 2020: 61). Epiphora represents a counterpart for anaphora, in which the repeated words occupy the final consecutive phrases, clauses, or sentences, as in "I'll have my bond. / Speak not against my bond! / I have sworn an oath that I will have my bond" (quoted in Matevossian and Gasparian 2011: 49). Quite the opposite position, epiphora is the figure of speech that is dedicated for repetition at the end of a sequence. Specifically, in literature, epiphora or epistrophe is a rhetorical device that permits a writer to focus key ideas simply, by reduplicating words, phrases at the end of a series of clauses or sentences. It can help in persuading an audience or readers, creating calls to action, building emotional appeals, and fostering connection (Dubremetz and Nivre, 2018: 9).

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### 3. Anadiplosis

Anadiplosis belongs to a syntactic repetition; it is a Greek word that means "to double back again". It is a type of repetition in which the last word of one sentence or clause is reduplicated at the opening of the next one, for example "I have loved long, I crave reward/ Reward me not unkindly: think on Kindness, / Kindness becommeth those of high regard (Quoted in Matevossian and Gasparian, 2011: 49). Anadiplosis is a rhetorical and stylistic device that has a wide application in political and public speeches, but in literature it has a specific effect. The transferring of the key word from the end of one sentence to the initial position of the next one means that the focus has shifted from one to the next; thereby, the role of that key word changes from one usage to the next, captivating readers' attention to the importance of those words. Further, this shift in emphasis associated with anadiplosis can be an effected means to show a chain of event from one term to the next (Ibrahim, 2019: 16).

### 4. Epanalepsis

Epanalepsis is another type of repetition that is considered as a rhetorical device involving repeating the first part of the sentence or clause at the end of that same sentence or clause. Specifically, epanalepsis is the same words or phrase opening and ending the same clause or sentence; the repetitive words work as a frame to that sentence, as in "Next time there won't be a next time" (Nordquist, 2020). Repeating the phrases or words in a piece of work prose in particular attracts readers' interest. Since repetition highlights the importance of the words or phrases through embedding the same word in the opposite corner of the sentence, this leads reader to consider the meaning of linguistic structure more deeply (Ibrahim, 2019: 19).

### 5. Mesodiplosis

Mesodiplosis is one of rhetorical devices in which the phrase or word is repetitive in the intervening of words (Literary Device, 2017). It is the same word or words repeated in the central of successive sentences "We are troubled on every side, yet not distressed; we are perplexed, but not in despair; persecuted, but not forsaken; cast down, but not destroyed..." from the Holy Bible, 2 Corinthians 4:8-9. Mesodiplosis enriches the effect of sound, rhythm and emphasis. Furthermore, it helps in creating parallelism (Centfie, 2020).

### 3.3. Data Analysis

The present paper seeks to investigate the role of repetition (manifested in its types) in bringing about persuasive effect on behalf of the readers, through selecting extracts chosen from Fitzgerald's novel "The Great Gatsby". The analysis tackles types of repetition through which the meaning of linguistic structures has acquired emphasis. Such emphasis helps the novelist in persuading the readers with his views and delivering his intended message as well. More specific, the repetitive structures will be scrutinized carefully through selecting extract according to the types of repetition to investigate the power of repeated word in convincing the readers and the novelist's intention in employing such structures. The data will be examined according to those types of repetition: anaphora, epiphora, anadiplosis, epanalepsis, and root repetition that are fallen under the category of compositional pattern or syntactic level. It is worth noting that all these types involve the repetition of the same identical lexical element. Accordingly, selections of representative examples taken from written corpus of The Great Gatsby representing instances of repetition structures are listed below:

#### Extract 1. Anaphora

"This is a valley of ashes - a fantastic farm where ashes grow like wheat into ridges and hills and grotesque gardens where ashes take the forms of houses and chimneys." (P. 56)

This extract is taken from Fitzgerald's novel "The Great Gatsby". The word "ashes" represents a type of anaphora in which the repetition occurs at beginning of successive sentences. It is used by the novelist Fitzgerald to emphasize the idea of poor citizen, depression life. Through initial repetition, the novelist attracts reader's attention to think deeply about the reality of description that reinforces through the repetitive word of ashes. Where ashes grow like wheat into ridges reflects the state of depravedness citizens whose life unlike those who live in luxury. Fitzgerald succeeds in persuading his readers through repeating the image of poverty represented by the repetitive word of ashes. On such a way that brings the readers into an absolute consent because the repetitive words strengthen the meaning in which everything is lifeless in the valley of ashes. Thus, this type of repetition, anaphora, captivates reader's emotion which brings about persuasion.

#### Extract 2. Epiphora

"People disappeared, reappeared, made plans to go somewhere, and then lost each other, searched for each other, found each other a few feet away." (p. 50)

Fitzgerald also has employed the epiphora type: the repetition of the word each other has recurred at the end of successive clauses. The novelist describes moments of how people spend their time in the party. The state of how people being distracted, boring, lost in their own emptiness. Particularly, the repeated words stress those feelings impinge upon people, in that they share them. Such repetition deepens the accuracy of description. Thus, epiphora serves as a good device to convince the readers with Fitzgerald's vision of his world in his time. Indeed, repetition reinforces the meanings and adds the richness of the text. Those repetitive words work as a persuasive device since this novel stands as one of the most influential literary piece of work. Through this rhetorical and stylistic device, the novelist manages to persuade his readers for they keep reading it over generations.

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### Extract 3. Anadiplosis

“But above the grey land and the spasms of bleak dust which drift endlessly over it, you perceive, after a moment, The eyes of Doctor T. J. Eckleburg. The eyes of Doctor T. J. Eckleburg are blue and gigantic - their retinas are one yard high.” (p. 26)

In this extract, the clause "the eyes of Doctor T. J. Eckleburg" is anadiplosis that involves ending the previous sentence and beginning the next one. Such a repetition happens immediately without any intervals. The faded eyes of Doctor T. J. Eckleburg loom over the impoverished “valley of ashes” dividing West Egg from New York City. The novelist has used the godly doctor sits in judgment of capitalist greed and infidelity as the symbol of nation's faded moral. The repetition serves as good means to attract readers' attention to the state of poverty that cloak over West Egg. Through anadiplosis, the emphasis has shifted from the first mentioning of the doctor T.J. Eckleburg, driving the readers to think deeply about the reason behind repeating this mentioning. Anadiplosis enhances the sense of truth and reality that has been carrying out by F. S. Fitzgerald, such image of reality has been strengthened through repetition. In that sense, repetition persuades readers with a harsh reality of his world - dusty, dismal land of lost dreams and forgotten people.

### Extract 4. Epanalepsis

“I keep it always full of interesting people, night and day. People who do interesting things. Celebrated people.” (p. 39)

The repetitive word "people" manifested the epanalepsis repetition type. That can be distinguished when the word at the beginning of the sentence is reduplicated in the last position of the same sentence. The word people has repeated for two times, they have a strong impact on readers' emotion. This is to bring them to sympathize The Great Gatsby, the main character, for his emptiness and loneliness. F. Scott Fitzgerald directs readers' interest to focus on what lies to those between repetitive elements in the corners - that Gatsby surrounds himself with materials as a man belongs to the upper class. The novelist, Fitzgerald, relies on repetition of the word people to emphasize the idea that people presence plays a significant role in Gatsby's party. Repetition as rhetoric and stylistic device helps in creating a truthful image of the kind of life that Gatsby keeps for five years. Thus, repetition works as a persuasive tool on the reader's part, and this appeared so clear since Great Gatsby becomes one of the unforgettable characters in the field of literary works.

### Extract 5. Mesodiplosis

“Her face was sad and lovely with bright things in it, bright eyes and a bright passionate mouth but there was an excitement in her voice that men who had cared for her found difficult to forget.” (p. 11)

The novelist used another type of repetition which is mesodiplosis, in which the repetition mediated between other words. Fitzgerald uses “bright” three times in describing Daisy's face, eyes and mouth. The repetitive words dedicate beauty of Daisy as a waving of the wand that draws her face in the air before the readers. Indeed, this type of repetition has a rhythmic effect that makes readers entrust how admirable Daisy was. It is carried out in both, in stylistic and rhetoric manner. Repetition adds emphasis to the meaning of the linguistic structure - making novelist's ideas have a strong effect on readers' memory that is unforgettable. Thus, the repetitive word *bright* has a persuasive effect since it brings the readers into close contact with Fitzgerald view that is a woman, Daisy's beauty is unique that what makes Gatsby loves her forever.

## 3.4. Discussion

According to the above analysis, Fitzgerald deploys the repetition device as a rhetoric and a stylistic means for gaining the persuasive effect on the part of readers. The novelist employs repetitive key words in order to draw readers to pay a specific interest for the novelist's message that conveys through repetition. Repetitive words such as *ashes*, *each other*, *The eyes of Doctor T. J. Eckleburg*, *people*, *bright* contribute to the main theme of the novel: search for the American dream of wealth and happiness. Through this common technique of repetition, Fitzgerald manages to persuade his readers by introducing them to key points via adopting the process of repeating those in different styles, such as anaphora, epiphora, anadiplosis, epanalepsis, and mesodiplosis.

Each type is employed by Fitzgerald for a persuasive effect, since each type focuses on the implied ideas in different manners. That is in anaphora, the emphasis lies on the first part of the linguistic structure, epiphora, the focus comprises the last part of the sentence. Anadiplosis is the first mentioning that has been reinforced by the second mentioning for the same word. Epanalepsis involves repetition of the first word in the last slot of the sentence which gives a specific force to the intended meaning. Finally, mesodiplosis is the frequent repetition of the same word in the intervening of others. Through those types, the meaning has been enforced in such a way that evokes readers' emotional response to accept the novel "The Great Gatsby" as a masterpiece of Fitzgerald. In that, they keep reading it over generation as a sign of being persuaded by F.S. Fitzgerald's thought.

## 4. CONCLUSION

The current paper has investigated repetition as a persuasive device in rhetoric and stylistics. Due to research analysis, the researcher has characterized five types of repetition employed by S. Fitzgerald: anaphora, epiphora, anadiplosis, epanalepsis, and mesodiplosis. Those types of repetition have been found throughout the structure of novel as one of the tools used by Fitzgerald

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to enhance the meaning for the persuasive effect. Thereby, in light of these findings, the researcher concludes the following points:

1. It has been found that Fitzgerald depends on repetition to add force to the meaning of linguistic structures.
2. It has been realized that Fitzgerald incorporated different types of repetition for affecting readers' emotion.
3. It has been recognized that repetition has been explored as a good means of achieving persuasion.
4. Fitzgerald has succeeded in persuading his readers by relying on repetition that has created a rhetoric and a stylistic text.
5. The Great Gatsby novel has been read over generations since it has been published; thus, it is an obvious evidence by which the novelist manages to create a persuasive text.

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