

Name _____ **Anthimeria**



Anthimeria in Advertising

Anthimeria is a rhetorical device that means using one part of speech as another. For example, an anthimeria might use a noun as a verb, a verb as an adjective, or an adjective as a noun. Anthimeria is frequently found in advertisements and commercials.

DIRECTIONS: Find three examples of anthimeria in advertisements. Complete the chart for each example.

Write the sentence or phrase containing the anthimeria:

Which word is the anthimeria?

What part of speech is it usually?

What part of speech is it in the anthimeria?

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