



Abstract

The purpose of this study is to find the rhetorical proofs, canons of delivery and memory exhibited in the 11 Spoken Word Poetry Performances of Juan Miguel Severo, along with the figures of speech utilized in his performances and how it is defined to convey messages. The study used Qualitative Descriptive research. A segmentation and categorization of data were made to the results founded. Results proved that Severo exhibited logos, ethos, and pathos mostly proper in his SWP performances and he was able to exhibit pathos most properly among the others. The delivery was manifested through JMS's various body movements, tone of voice, eye movements, speed of utterance, while the delivery was manifested as intuitive memorization. The results showed that Severo has utilized figures of speech such as, Anaphora, Metaphor, Hyperbole, Personification, Antithesis, and the like, and were defined based on how they conveyed messages in each piece. This study of Severo's performances shall encourage other aspiring and experienced SWP artists to enhance their specialty of SWP and fortify them to display it, involving the magnificence and rhetoric measures.

Keywords: Figures of speech, Rhetorics, Ethos, Pathos, Logos, Delivery, Memory, Style, Juan Miguel Severo, Spoken Word Poetry