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2. anecdotes
3. argument
4. begging the question
5. case studies
6. claim
7. commonly accepted beliefs
8. connotation
9. counter-claim
10. credibility
11. denotation
12. discourse
13. either/or fallacy
14. elaboration
15. emotional appeal
16. evidence
17. expert opinions
18. facts
19. fallacious reasoning
20. false cause and effect
21. generalization
22. hasty generalization
23. logic
24. logical appeal
25. name calling
26. parallelism
27. position
28. primary source
29. rebuttal
30. secondary source
31. stereotyping
32. text structure
33. tone

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