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|-----------------------|--------------------|---------------------|-----------------|-----------------|
| <b>B</b>              | <b>I</b>           | <b>N</b>            | <b>G</b>        | <b>O</b>        |
| Social Hierarchy      | Alternative Fact   | Advocacy            | Diversity Hire  | Performance Art |
| Jumping the Shark     | Capitalize         | Satire              | Meta-Commentary | Audience Bias   |
| Peer-Reviewed Journal | Resistance         | <b>FREE</b>         | Social Response | Binary          |
| Lyricism              | Harm Reduction     | Rhetorical Analysis | Canonize        | Hyperbole       |
| Primary Source        | Institutional Bias | Parody              | Public Genre    | Fake News       |

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|-------------------------|------------------------|---------------------|--------------------------|-------------------------|
| <b>B</b>                | <b>I</b>               | <b>N</b>            | <b>G</b>                 | <b>O</b>                |
| Rhetorical<br>Analysis  | Historical<br>Artifact | Etymology           | Lens/Gaze                | Hyperbole               |
| Ethos<br>Appeal         | Brand<br>Ambassador    | Buzz<br>word        | Logos<br>Appeal          | Jumping<br>the<br>Shark |
| Interrogate             | Author<br>Bias         | <b>FREE</b>         | Person-First<br>Language | Harm<br>Reduction       |
| Binary                  | Historicity            | Secondary<br>Source | Audience<br>Bias         | Social<br>Response      |
| Rhetorical<br>Situation | Assumption             | Lyricism            | Performative<br>Allyship | Juxtaposition           |

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| <b>B</b>                 | <b>I</b>                 | <b>N</b>          | <b>G</b>               | <b>O</b>            |
| Autonomy                 | Historical<br>Artifact   | Logos<br>Appeal   | Rhetorical<br>Analysis | Hyperbole           |
| Jumping<br>the<br>Shark  | Capitalize               | Diversity<br>Hire | Paraphrase             | Stereotype          |
| Person-First<br>Language | Peer-Reviewed<br>Journal | <b>FREE</b>       | Meta-Commentary        | Propaganda          |
| Binary                   | Call to<br>Action        | Pathos<br>Appeal  | Literacy<br>Narrative  | Alternative<br>Fact |
| Harm<br>Reduction        | Advocacy                 | Interrogate       | Sensationalism         | Branding            |