

ABSTRACT CONCEPTS:

Advocacy
Agency
Alternative Fact
Assumption (rhetorical)
Audience Bias
Author Bias
Autonomy
Binary
Boolean Search
Black Swan
Branding
Brand Ambassador
Buzz word
Call to Action
Campaign
Canonize
Capitalize
Caricature
Censorship
Colonize / De-colonize
Counter-Culture
Covfefe
Credible Source
Cult / Cultism / Cult Following
Cultural Appropriation
Cultural Bias
Dark Humor
Discourse Community
Diversity Hire
Ecophobia
Ethnographic Research
Ethos Appeal
Etymology
Exigency
Fake News
Fanaticism
Fear Mongering
Gaslighting
Gender Neutral Language
Genre Convention
Gentrification

Influencer
Institutional Bias
Harm Reduction
Historical Artifact
Historicity
Hyperbole
Interrogate
Identity Capitalism
Journalistic Integrity
Jumping the Shark
Juxtaposition
Lens/Gaze
Literacy Narrative
Logos Appeal
Lyricism
Marginalized Community
Meta-Commentary
Misinformation
Negotiate
Paraphrase
Parody
Pathos Appeal
Peer-Reviewed Journal
Performative Allyship
Performance Art
Person-First Language
Politicize
Pop Culture
Poverty Porn
Public Genre
Primary Source
Propaganda
Protest (verb)
Resistance
Revisionist History
Rhetorical Analysis
Rhetorical Situation
Satire
Security Theater
Secondary Source
Sensationalism
Social Hierarchy
Social Response
Systemic bias

Systemic racism
Stereotype
Thirst Trap
Trope
Viral media
Virtue Signaling
White Swan
Zeitgeist

LOGICAL FALLACIES

Ad Hominem
Appeal to Authority
Circular Reasoning
Hasty Generalization
Post Hoc
Red Herring
Slippery Slope
Straw Man
Non-sequitur
Alphabet Soup

PUBLIC GENRES

Academic Essay
Advocacy Group
Autopsy
Bible Verse/Scripture/Psalm
Billboard
Blog
Bumper Sticker
Cartoon / Comic Strip
CDC Alert
Celebrity Endorsement
Celebrity Tweet
Children's Book
Consent Form
College Textbook
Community/Organization Newsletter
Court Dockets and Witness Testimonies
Contract
Creative Nonfiction
Dance
Dating App Profile
Diversity Statement
Discord Channel

Documentary
Educational Game
Employee Handbook
Eulogy
Feature film
Fundraiser
Gossip Magazine (tabloids)
Graffiti
Graphic Clothing
Hashtag
Infomercial
Instagram Feed
Instruction Manual
Letter to the Editor
Literature Review
Livestream
Special Interest Magazine
Manifesto
Meme
Memoir
Mission Statement
Mural
Newsreel / Clip
Non-disclosure Agreement (NDA)
Nonprofit Mission Statement
Novel/Short Story
Obituary
Op-Ed
Open Letter
Painting (artistic)
Petition (like change.org)
Photography (photographic bias)
Poem/Poetry
Political Office Campaign
Political Speech
Project / Business Proposal
Protest Song/Music
Print Advertisement
Public Policy/Law
Rally/Protest
Rate My Professor Reviews
Reality Television
Recipe
Reddit / Sub-Reddit

Resume / CV
Scientific Data
Scientific Method
Scripted Television
Sculpture / Statue / Monument
Self Help Book
Selfie
Side Boob
Social Justice Movement
Song / Music Video
Syllabus
Tarot Deck with Guide
Team Building Activity
Television Commercial
Television Series
Theatrical Production
Tik Tok
Trauma Support Group
Traffic Sign
Twitch Channel
Twitter Feed/Thread
Video Game
War Cry
YouTube Channel/Video