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| Alliteration  Allusion  Anaphora Antithesis  Aphorism Apostrophe  Assonance Chiasmus  Consonance  Diction | Ethos  Euphemism Idiom  Litotes  Logos  Metaphor Metonymy  Oxymoron  Paradox | Parallelism  Pathos  Personification  Rhetorical questions  Sarcasm  Satire  Simile  Syllogism  Syntax |