List 1

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| **Avant Garde** |
| **Bandwagon** |
| **Bribery** |
| **Ethos** |
| **Logos** |
| **Magic Ingredients** |
| **Pathos** |
| **Patriotism** |
| **Plain Folks** |
| **Rhetoric** |
| **Snob Appeal** |
| **Transfer** |