

## Investigating Universals of Rhetoric

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**Abstract :** Despite the ostensible extant differences amongst world languages' structures that have culminated in the divergence in orthographic, phonological, morphological, and syntactic systems that each language has, research in cognitive linguistic strives to establish the claim that such differences are merely prima facie of a totalized universal system of signification. Linguists, since Chomsky, have never given up on the attempt to establish linguistic descriptive model that espouses a perspective in which every human language has a slot. Concurring with claim that the so-called rhetorical devices are pervasive phenomena and not literary-specific, the present paper aspires to voice the claim that rhetorical devices not only ubiquitous in all levels of a particular language but also a universal linguistic phenomena. Using illustrations from Arabic and English the paper intend to provide data-supported evidence that human beings are universally using similar rhetorical, albeit given different appellations.

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