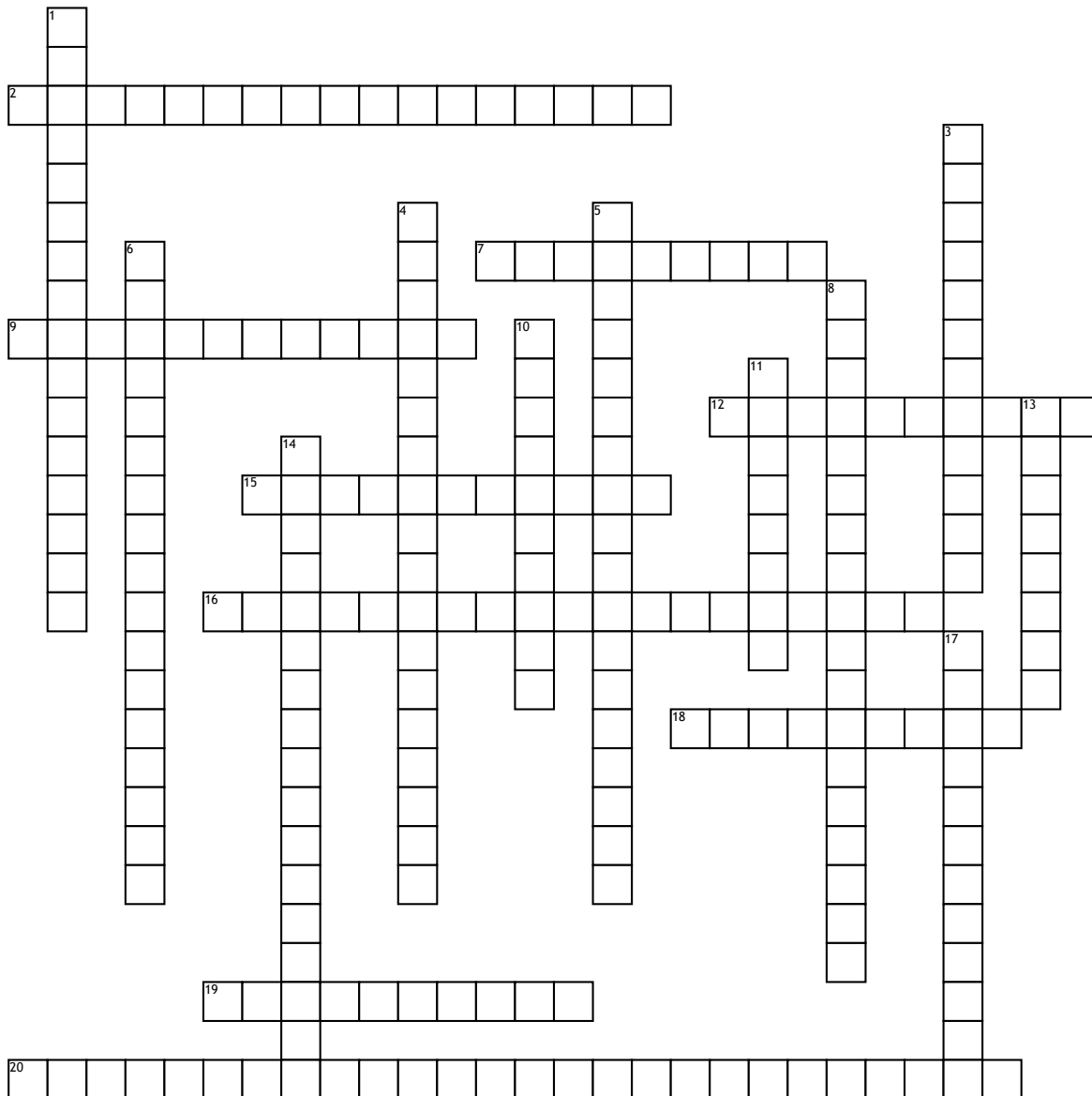


CHAPTER 17 KEY TERMS



Across

2. taken when the audience is not fully engaged with the speech
 7. demonstrated by showing your audience that you understand their needs, have their best interests in mind, and genuinely believe in your topic.
 9. a general statement you believe your audience will accept as true
 12. the degree of expertise your audience thinks you have regarding your speech topic
 15. (or ethos) is an audience's perception of a speaker's trustworthiness and the validity of the information provided in the speech
 16. argues about whether an action should or should not be taken
 18. Identifying patterns in your supporting materials

19. indicate how certain you are about your major premise (most, probably and likely).

20. proposes that listeners who are intensely interested in your topic and can easily understand your presentation will put more effort into thinking about your persuasive message than will listeners who don't care about or don't understand your speech topic.

Down

1. those in which speakers present the audience with credibility (ethos), offer good logical reasons (logos), and make appeals to their emotions (pathos)
 3. a specific instance of the general claim
 4. reinforce or change listeners' attitudes and beliefs and possibly even motivate them to take action.

5. which urges judgment on a topic
 6. to establish whether something is true

8. urges a judgment on a topic or explains why something is good or bad
 10. the relationship between the two ideas.

11. using threats, manipulation, and even violence to force others to do something against their will
 13. how much warmth, personality, and dynamism your audience sees in you.
 14. establishes whether something is true or not.
 17. taken when the audience pays more attention and carefully evaluates your points.