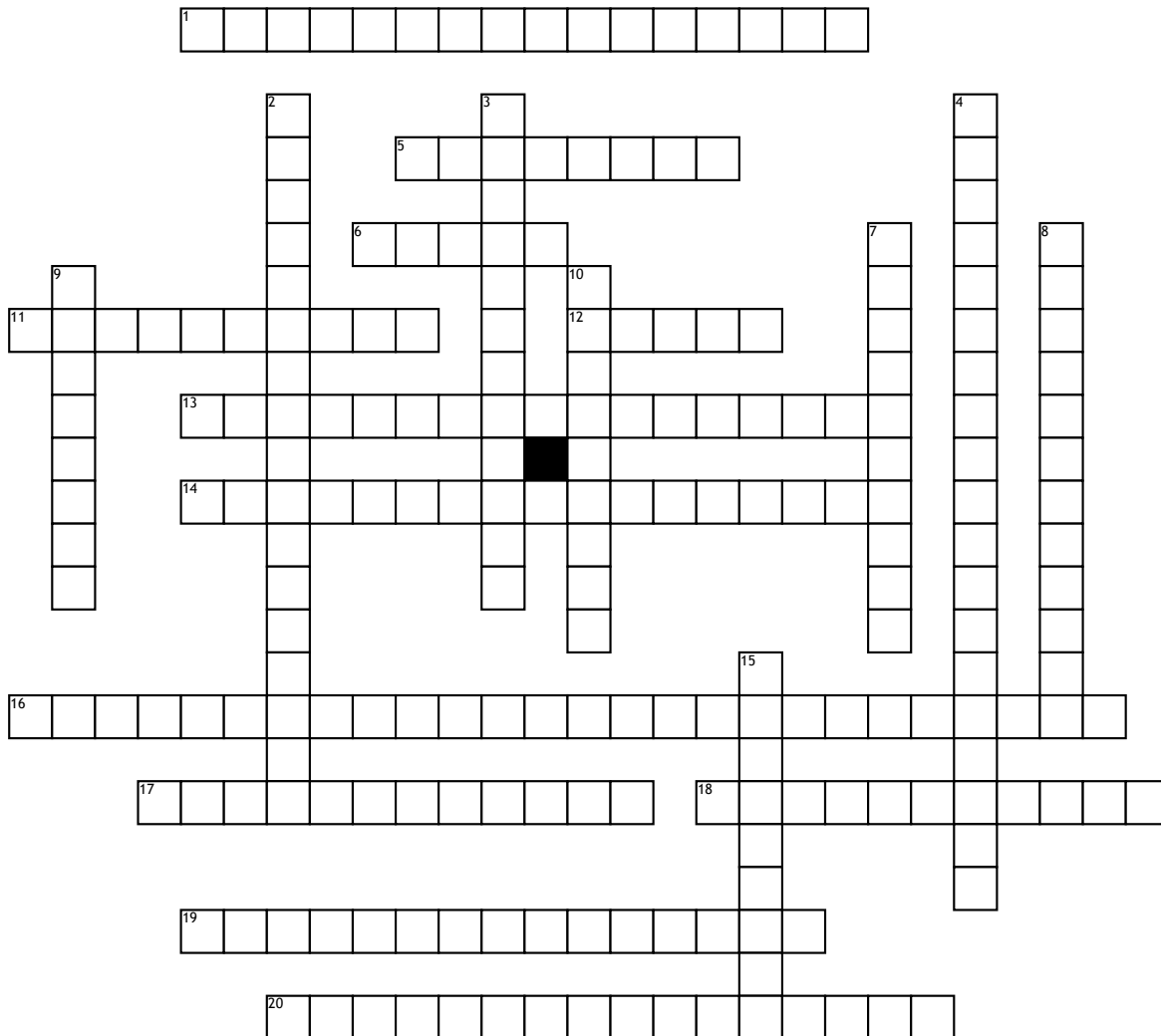


Ch 17



Across

1. change a listeners attitude to take action
5. warmth, personality, and dynamism your audience sees in you
6. logical appeal
11. summary of your finalized information
12. ethical appeal
13. five steps to organizing a persuasive speech on a problem
14. urge judgement on a topic
16. listeners who are intensely interested in your topic will put effort into thinking about your message than those who don't

17. pay attention and evaluate your points

18. audience's perception of a speaker's trustworthiness and validity

19. not fully engaged with the speech

20. ethos, logos, pathos

Down

2. establish whether something is true or not

3. general statement you believe your audience will accept as true

4. argue if action should be taken

7. degree of expertise your audience thinks you have on your topic

8. specific instance of the general claim

9. using threats and violence to force others to do something

10. turn material into the logical basis for a speech

15. showing you understand audiences needs with their best interest