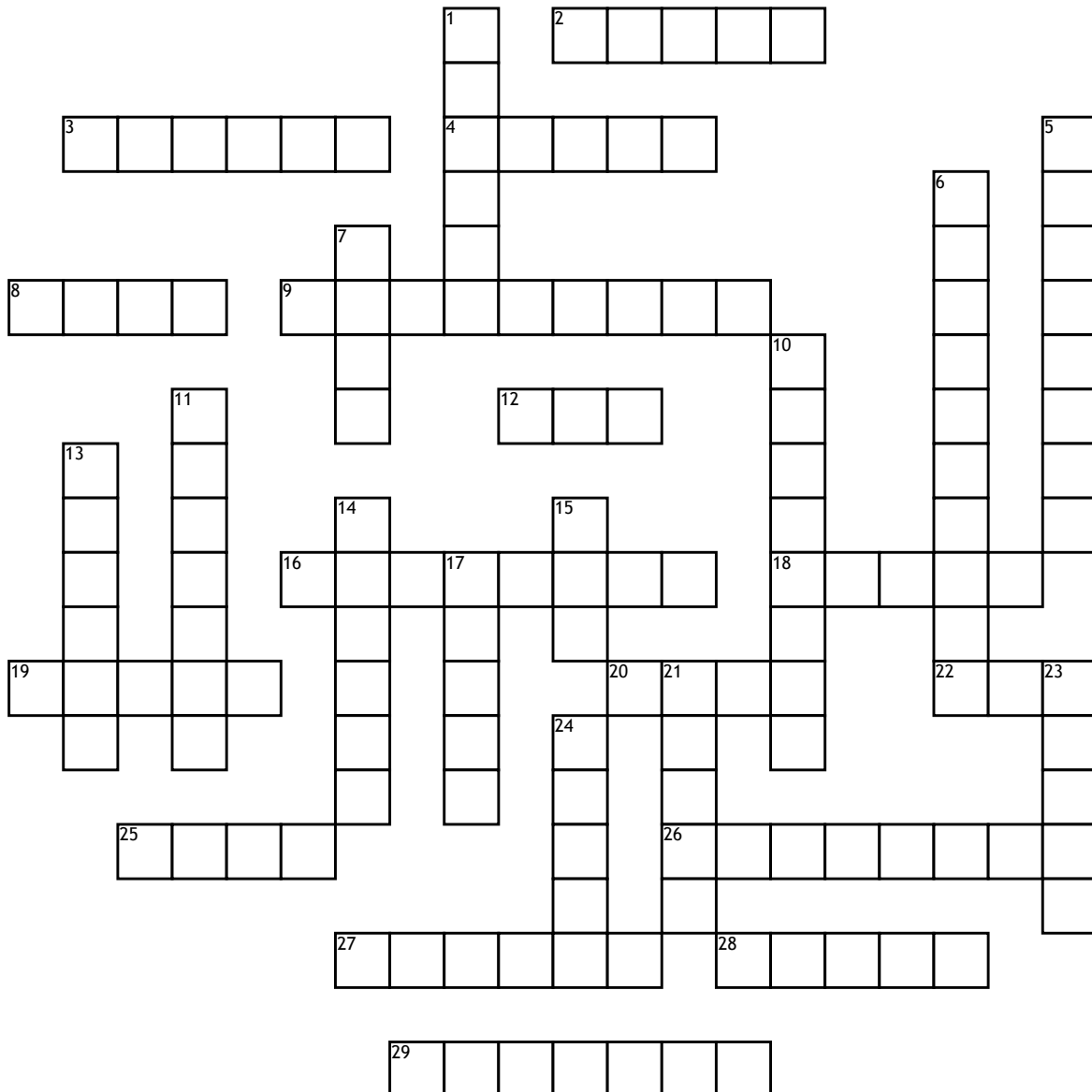


# Chapter 17



**Across**

- 2. Analogical reasoning supports a claim by drawing a comparison between two ideas or situations to show that what's true for one could be true for the
- 3. Reasoning is Identifying patterns in your supporting materials , Summarizing those patterns into arguments that become the main points of your speech , Using your research findings to back up your
- 4. Elaboration likelihood model 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
- 8. Major premise is a general statement you believe your audience will accept as
- 9. Deductive reasoning starts with a generally held principle and then shows how a specific instance relates to that
- 12. proposition of value urges a judgment on a topic or explains why something is good or
- 16. Rhetorical proofs are those in which speakers present the audience with credibility (ethos), offer good logical reasons (logos), and make appeals to their emotions
- 18. Minor premise is a specific instance of the general
- 19. Cause-effect reasoning draws a connection between two events or things and claims that one produced the

- 20. Foot-in-the-door technique is asking your audience to agree to a small action in the hope that you'll gain their compliance over
- 22. proposition of fact establishes whether something is true or
- 25. Coercion is using threats, manipulation, and even violence to force others to do something against their
- 26. Develop motivational appeals, explicit statements (examples, testimony, stories) that speak to the needs and feelings of your
- 27. Credibility (or ethos) is an audience's perception of a speaker's trustworthiness and the validity of the information provided in the
- 28. Character is demonstrated by showing your audience that you understand their needs, have their best interests in mind, and genuinely believe in your
- 29. Qualifiers indicate how certain you are about your major premise (most, probably and

**Down**

- 1. Persuasive speeches reinforce or change listeners' attitudes and beliefs and possibly even motivate them to take
- 5. Fallacies are false claims, those that aren't true or are based on inadequate or inaccurate
- 6. Inductive reasoning connects a set of specific, related facts to arrive at a more general
- 7. A proposition of fact, to establish whether something is

- 10. A topical pattern is commonly used to organize
- 11. Motivated sequence is a five-step method for organizing a persuasive speech about a
- 13. Central route is taken when the audience pays more attention and carefully evaluates your
- 14. Peripheral route is taken when the audience is not fully engaged with the
- 15. Charisma is how much warmth, personality, and dynamism your audience sees in
- 17. Competence is the degree of expertise your audience thinks you have regarding your speech
- 21. Conclusion is the relationship between the two
- 23. proposition of policy argues about whether an action should or should not be
- 24. A proposition of value, which urges judgment on a