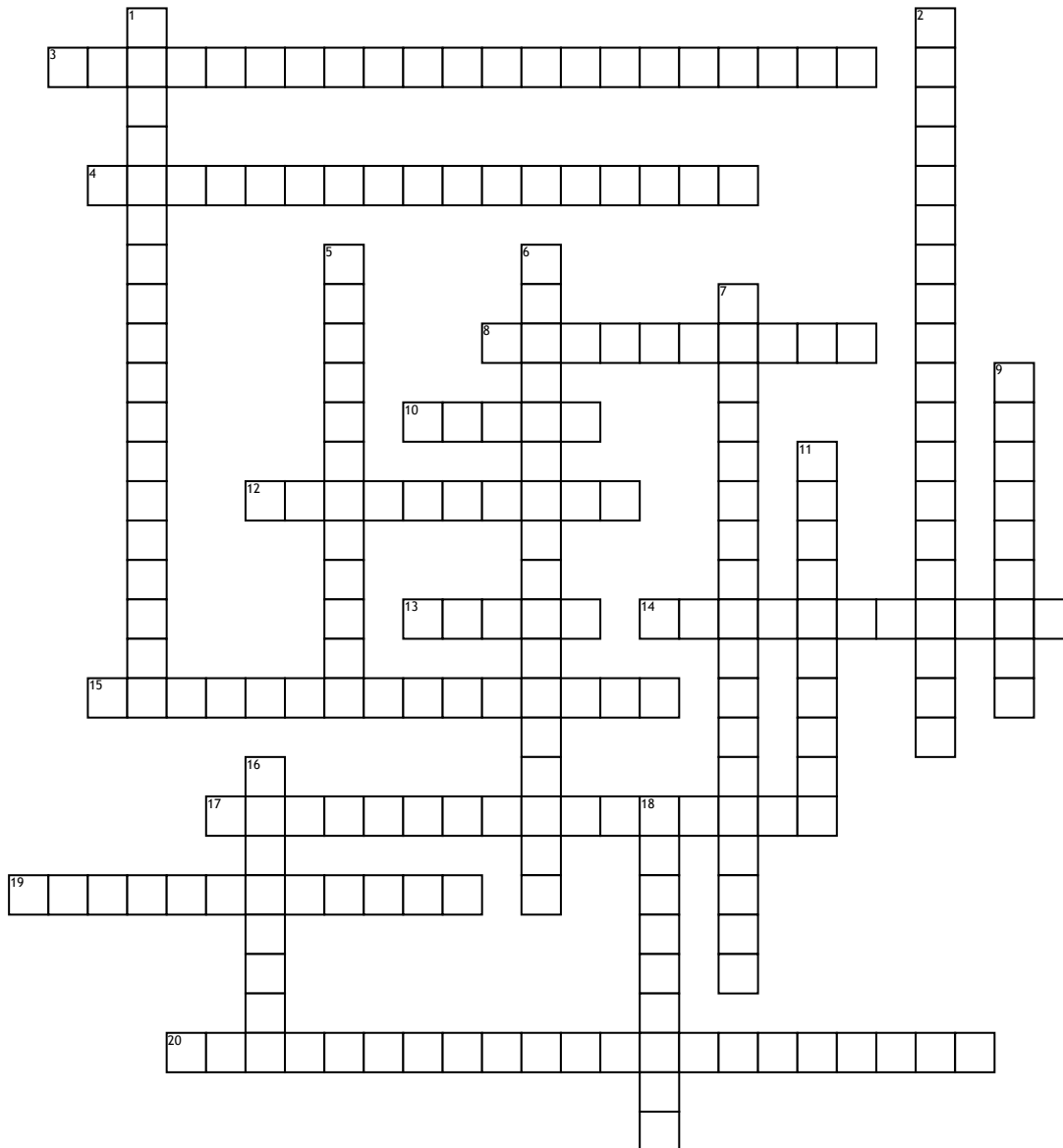


# Chapter 17 Homework



## Across

3. the type of proposal that you want you listeners to accept

4. a five step method for organizing a persuasive speech about a problem

8. the degree of expertise your audience thinks you have regarding to the speech topic

10. the development of logical reasons for your position

12. type of speech that reinforces or changes the listeners' attitudes and beliefs about a topic

13. another term for credibility that is used to justify the speaker's validity of the subject

14. an audience's perception of the speaker's trustworthiness and the validity of the information provided in the speech

15. when audiences are not fully engaged with the speech and they are less motivated to understand the information may take a \_\_\_\_\_ to processing the information

17. persuasive elements such as ethos, logos, and pathos are known as \_\_\_\_\_

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

20. model theory that proposes that listeners who are intensely interested in your topic and can easily understand your message will put more effort into thinking about your persuasive message

## Down

1. urges judgement on a topic or explains why something is good or bad

2. argues about whether an action should or should not be taken

5. specific instance of a general claim

6. establishes whether something is true or not or whether an event will or will not happen

7. when you start with a generally held principle then show how a specific instance relates to that principle

9. demonstrated by showing your audience that you understand their needs, have their best interest in mind, and truly believe in your topic

11. language that indicates how certain you are about your major premise

16. how much warmth, personality, and dynamism your audience sees in you

18. the logical basis for your argument