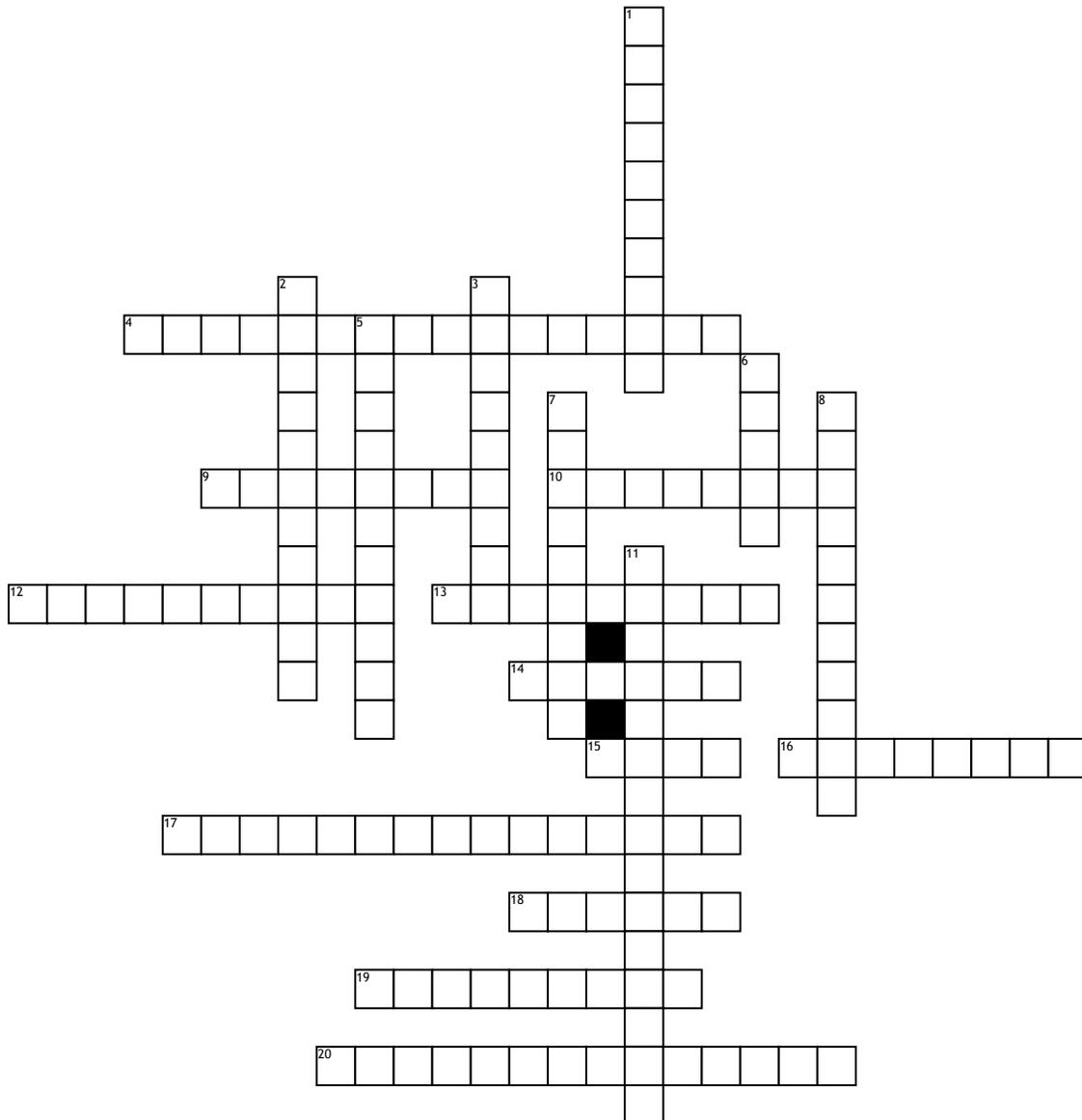


Name: _____

Chapter 18: Persuasive Speech



Across

4. Accusing another person of a wrong doing or some character flaw
9. A combination of your personality and dynamism
10. A tendency to behave in a certain way
12. The process of influencing another person's attitudes, beliefs, values, and/or behaviors
13. _____ evidence gives observations that are clouded by attitudes or beliefs
14. A conviction in the existence or reality of something or in the truth of some assertion
15. A question of _____ concern what is or is not true, what does or does not exist, what did or did not happen

16. Argument is a contention that's easy to knock down
17. Appeals to your listeners' feelings, needs, desires, and wants.
18. Question of _____ concern what should policy should be followed
19. _____ of reasoning appear to address issues but really don't.
20. A process of demonstrating a similarity with your audience

Down

1. The knowledge and expertise an audience thinks you have
2. The speaker gives an idea, a group of people, or political philosophy a bad name
3. The speaker tries to persuade the audience to to accept or reject an idea or proposal because "everyone's doing it"

5. Technique involves using the image associated with some person to secure your approval or rejection
6. An indicator of what you feel is good or bad, ethical or unethical, just or unjust
7. A high moral _____ is someone who is honest and can be trusted
8. The degree to which your audience regards you as a believable spokesperson
11. Focusing on facts and evidence