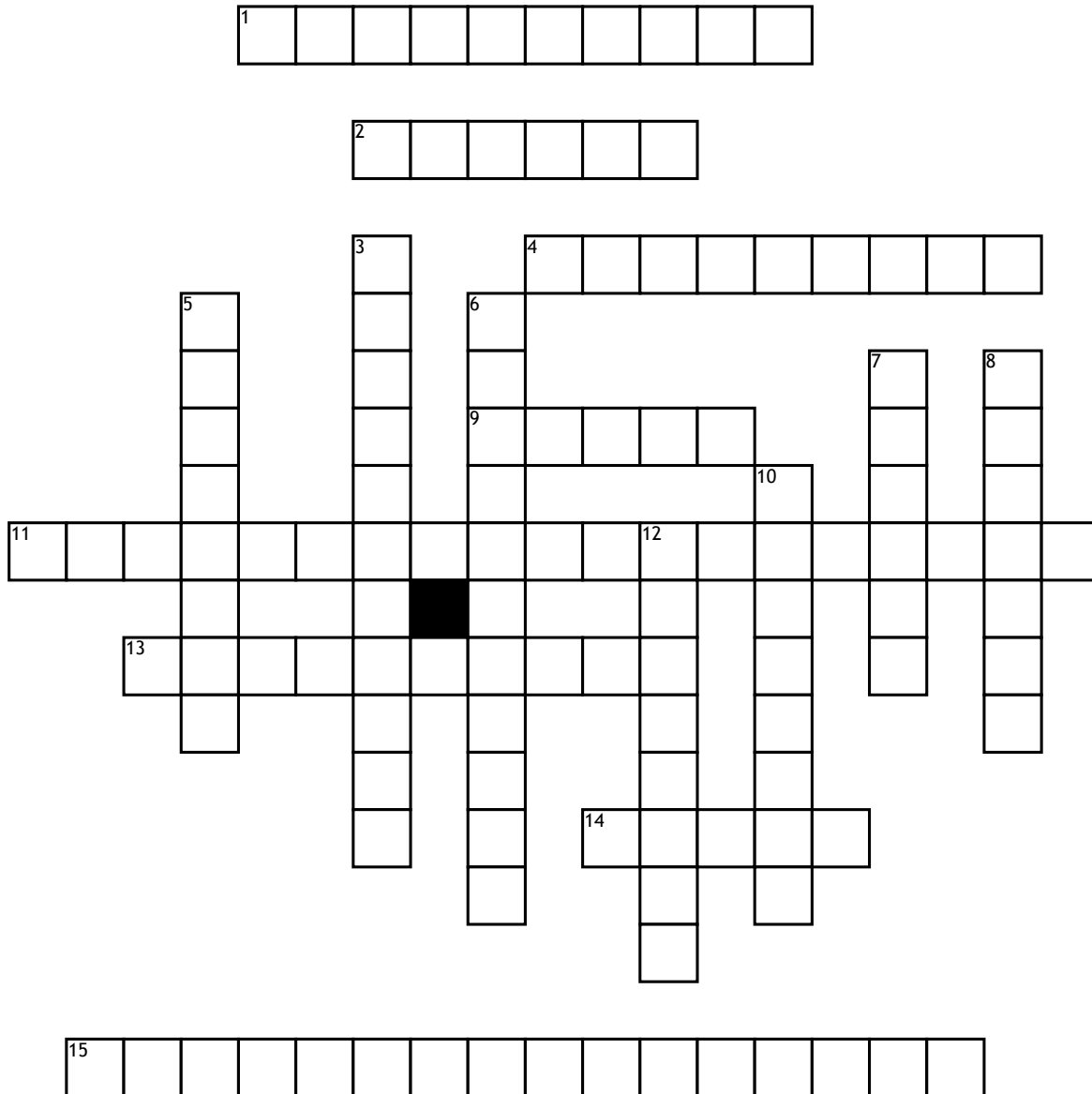


# Chapter 7



## Across

1. numerical data or information ethos / appeals that are linked to the speaker's credibility
2. appeals to emotion
4. an individual's opinions or experiences about a particular topic
9. an observation based on actual experience
11. evidence use to demonstrate the worth of an idea
13. an agreed-upon definition of a word, found in a dictionary
14. appeals to logic

15. perceptions or believability or trust that audience members hold toward communications media, including TV, the internet, newspapers, radio, and new magazines

## Down

3. a unique meaning associated with a word based on a person's own experiences
5. an illustration or case that represents a larger group or class of things
6. a statement that describes the essence, precise meaning, or scope of a word or a phrase

7. a figure of speech that makes an explicit comparison between two things, using the word like or as.

8. a type of comparison that describes something by comparing it to something else that it resembles

10. a figure of speech that makes an implicit comparison between two things

12. a brief narrative / a description of events in a dramatic fashion; also called a story