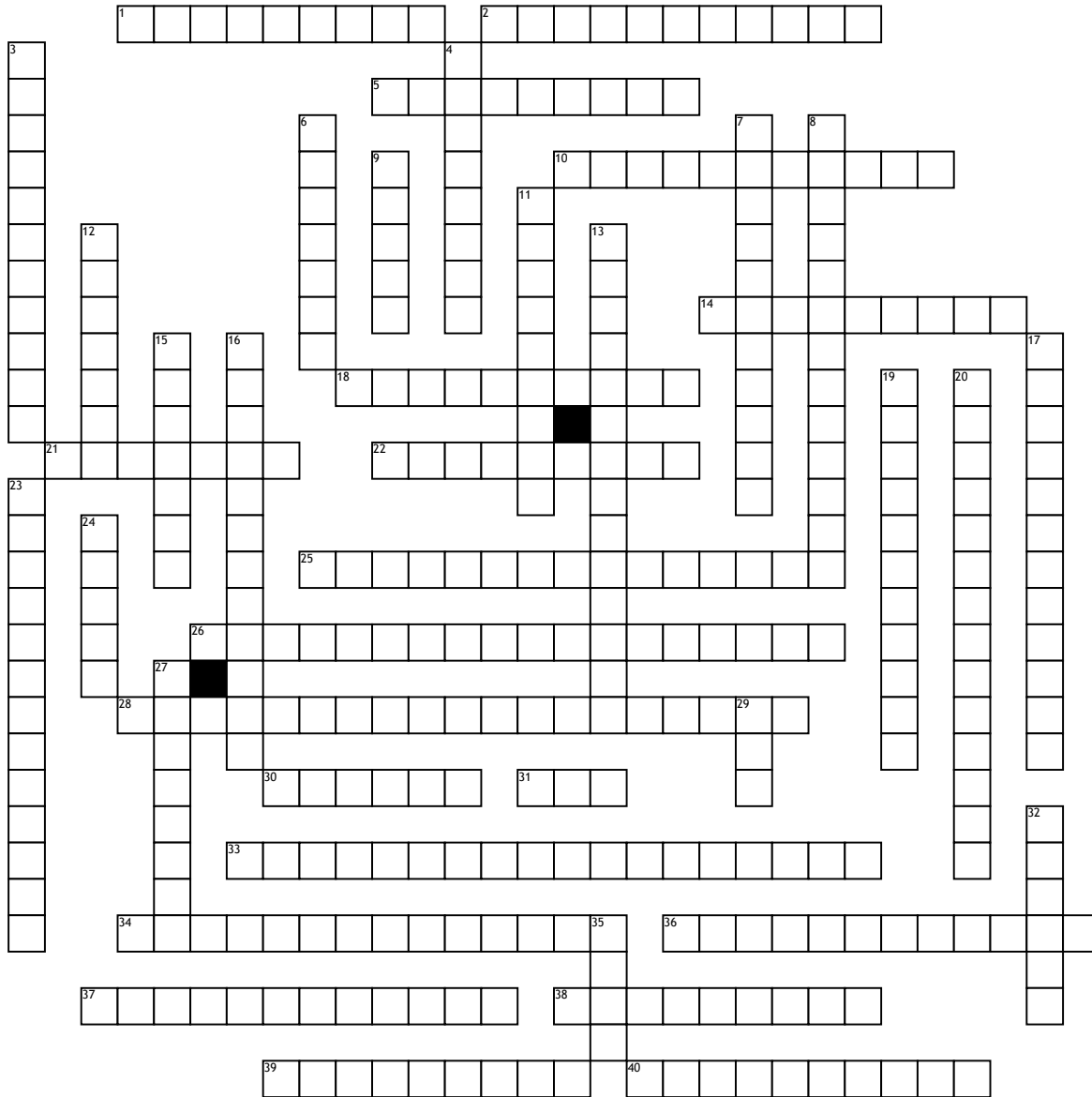# Media Critically Thinking

Across

1. when life was simpler and quality was defiantly better

2. the four letters assigned by FCC to identify a particular broadcast tv station

5. somebody or soemthing that provides a good visual image on the tv

10. links a person or idea to a negative symbol

14. the language of ads is full of intensifies like greatest , best most , lowest prices

18. use to reinforce the main point

21. coordinated interation between two or more orgnizations designed to create a greater effect

22. tries to make a unpleasant reality more acceptable

25. good looking models to attract your attention

26. violence that serves no purpose for a story's plot

28. questions designed to get us to agree with the speaker

30. escape responsibility

31. agency is in charge of granting licenses to owners of broadcast tv and radio stations

33. violence that serves a role in a story's plot

34. assumption that most people believe something or the idea

36. testifying about the value or quality of the product

37. blame a problem on one person , group , race , or etc.

38. usues sentimental images

39. a local tv station that has a contract with one of major networks

40. regular people use in commercials

Down

3. video recorded for earlier newcasts about the same or a similar subject

4. persuaders talk directly to us when they use this techinique

6. tries to persuade us to buy a product by promising to give us something like discounts , and etc.

7. a slang expression for tv news anchorperson

8. it warns a negative future

9. hormone that is an excitant of activity

11. responds to an argument by attacking the opponent

12. situations that are reasonably similar can aid decision making

13. something that is directly , fully , and clearly expressed

15. rely on professionals to advise us about things that we dont know

16. a large business corporation that owns a variety of companies

17. deliberate provides a false context to give a misleading impression

19. famous people

20. ignoring complexity and propose a easy way out

23. sometimes draw a huge conclusion on basis of few facts and mostly assumptions

24. commom unproven , exaggerated , or outrageous claims

27. persuaders seem confident , bold , strong , or firm

29. tend to believe the item is better than old things and ideas

32. falsehood with complete confidence

35. something is disliked by the intended by the audience