

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Persuasive Techniques

## Across

**3.** Another word for exaggeration

**8.** This is produced by the use of language, structure and punctuation to reflect the writer's feelings or attitude

**13.** This does not require an answer

**16.** An image created using 'like' or 'as...as'

**17.** The type of sentence which gives impact when summing up

**18.** An example of this word class is 'we'

## Down

**1.** A strong ending to sum up the points made

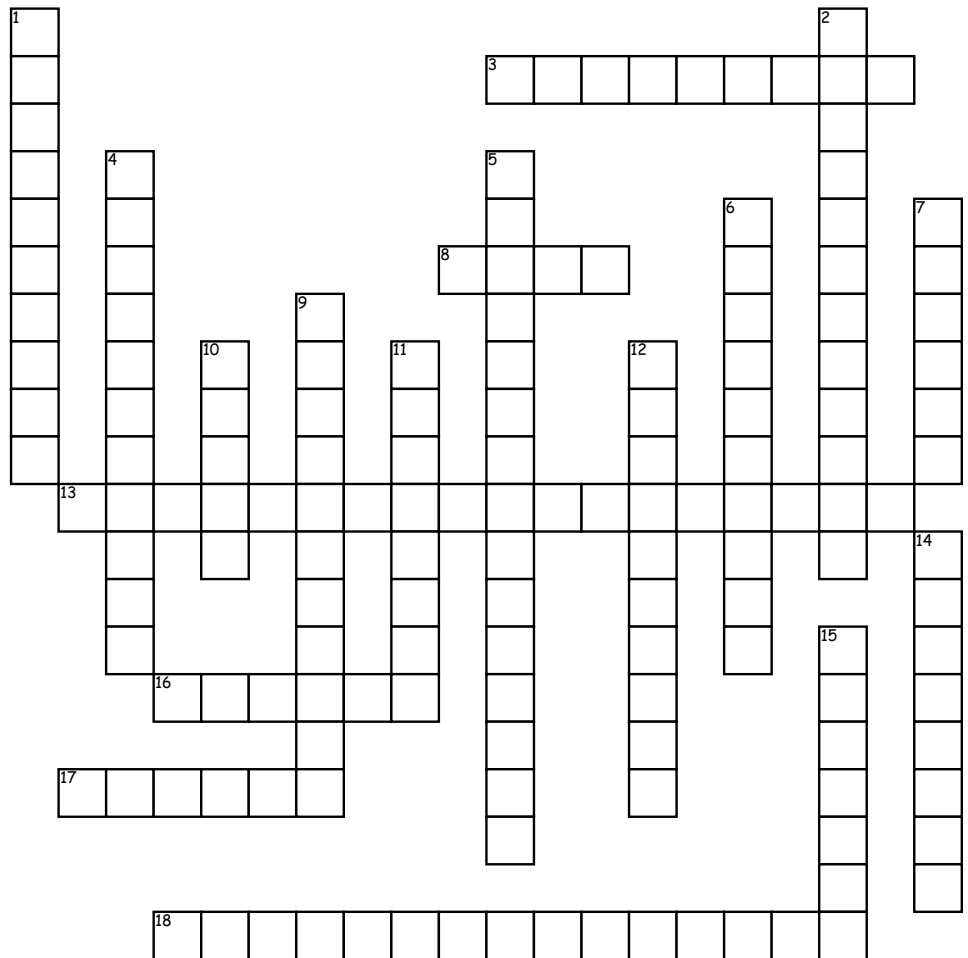
**2.** A technique where the first letter of two or more words is the same and it is used to draw attention to the point being made

**4.** A triad or triplet which gives a range

**5.** Vocabulary which appeals to the audience's emotions

**6.** Data which supports a point being made

**7.** This type of opinion is given by a specialist in the field



**9.** The type of adjective that suggests extremes of scale

**10.** These can be proven

**11.** A personal experience which supports a point

**12.** This technique is used again and again for impact and emphasis

**14.** Figurative language suggesting something/one is something else

**15.** A viewpoint reached by a person

