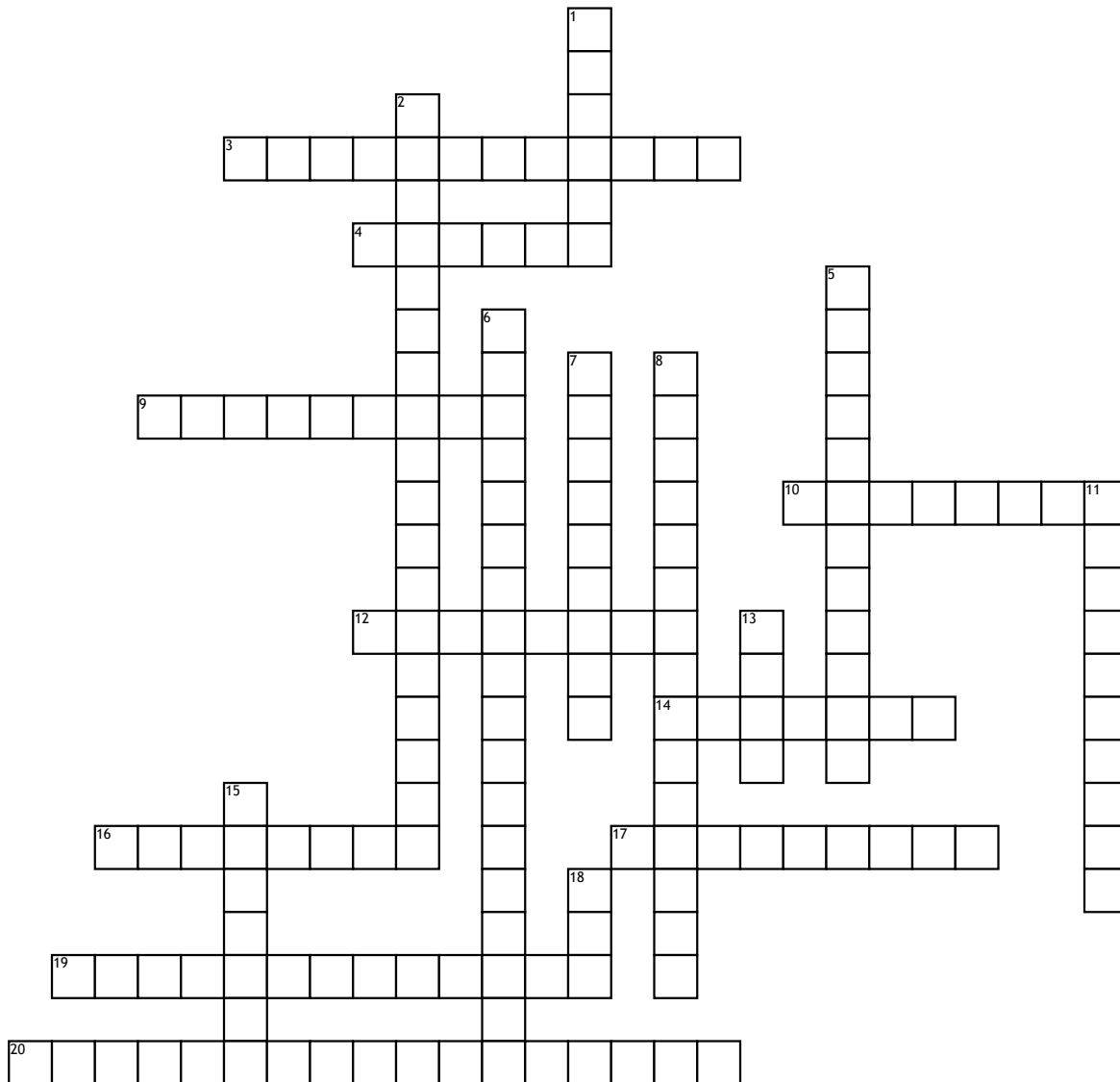


Name: _____

Date: _____

Persuasive Techniques



Across

- 3. words that evoke certain associations
- 4. a trite or overused phrase
- 9. describing words
- 10. compares two things saying one IS the other
- 12. a personal story used to illustrate a point
- 14. making a comparison between two things using a story
- 16. statistics, examples
- 17. a mild phrase instead of a harsh word / phrase

- 19. quoting someone considered more knowledgeable

- 20. words such as 'we' or 'our' used to create the impression that the writer and reader are on the same side

Down

- 1. comparing two things saying one is LIKE the other
- 2. everyday language which creates a down-to-earth effect
- 5. words with the same beginning letter or sound

- 6. asking a question which doesn't need to be answered because the answer is obvious

- 7. an exaggeration

- 8. language that elicits an emotional effect

- 11. using the same word or phrase several times

- 13. writing that takes a subjective stance

- 15. words that give further information to verbs

- 18. word play