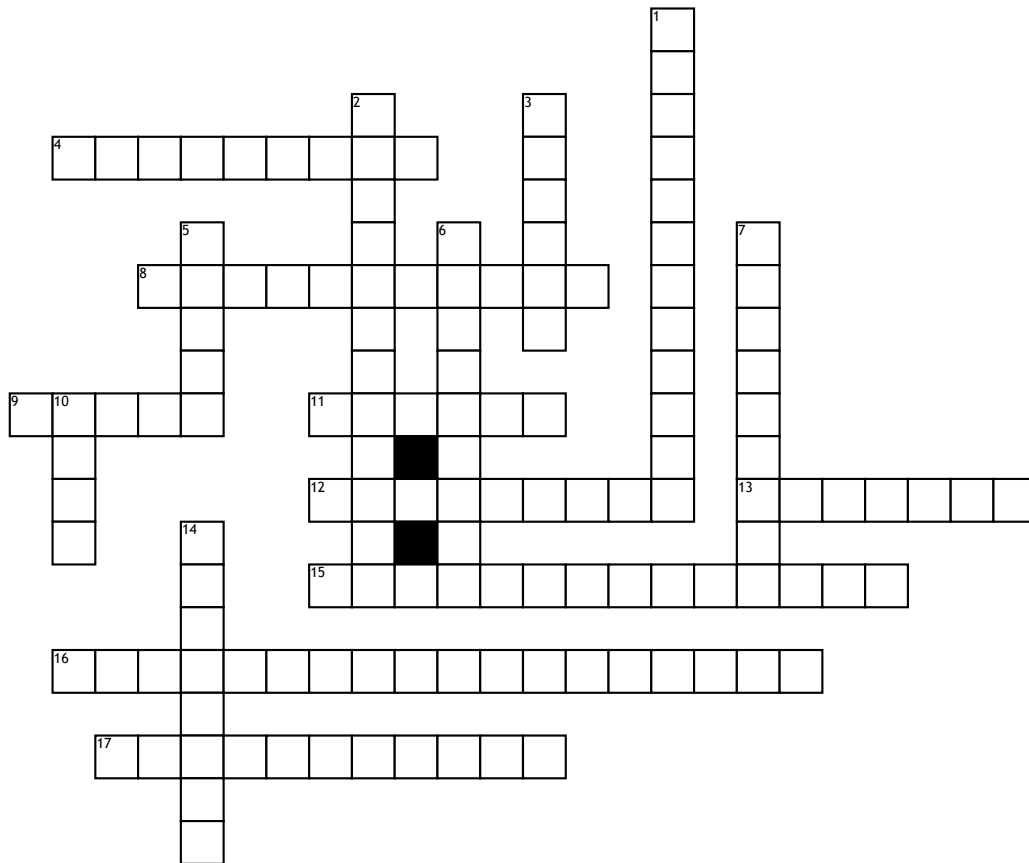


Persuasive Techniques and Language



Across

4. Exaggeration - can also be an Overstatement
 8. All the meanings, associations, or emotions that a word suggests
 9. Appeal to credibility or character
 11. An appeal using a "sense of urgency" as a reason to purchase or act
 12. showing comparison
 13. Description that appeals to the senses (sight, sound, smell, touch, taste)

15. A statement that says less than what is meant - "Big deal, I won the lottery."

16. A question asked merely for effect with no answer expected

17. adding information

Down

1. giving example/clarifying
 2. Repetition of initial consonant sounds
 3. An appeal to emotion
 5. An appeal to logic or reason
 6. showing contrast

7. An indirect, less offensive way of saying something that is considered unpleasant (Ex. Dead to Dearly Departed)

10. Attitude a writer takes toward the audience, a subject, or a character - what the words would sound like if spoken

14. The art of using language effectively and persuasively, especially with use of figurative language

Word Bank

Rhetorical Question
 Imagery
 similarly
 Kairos
 Logos

Rhetoric
 otherwise
 Connotation
 Understatement

Tone
 Euphemism
 furthermore
 Alliteration

Pathos
 Ethos
 specifically
 Hyperbole