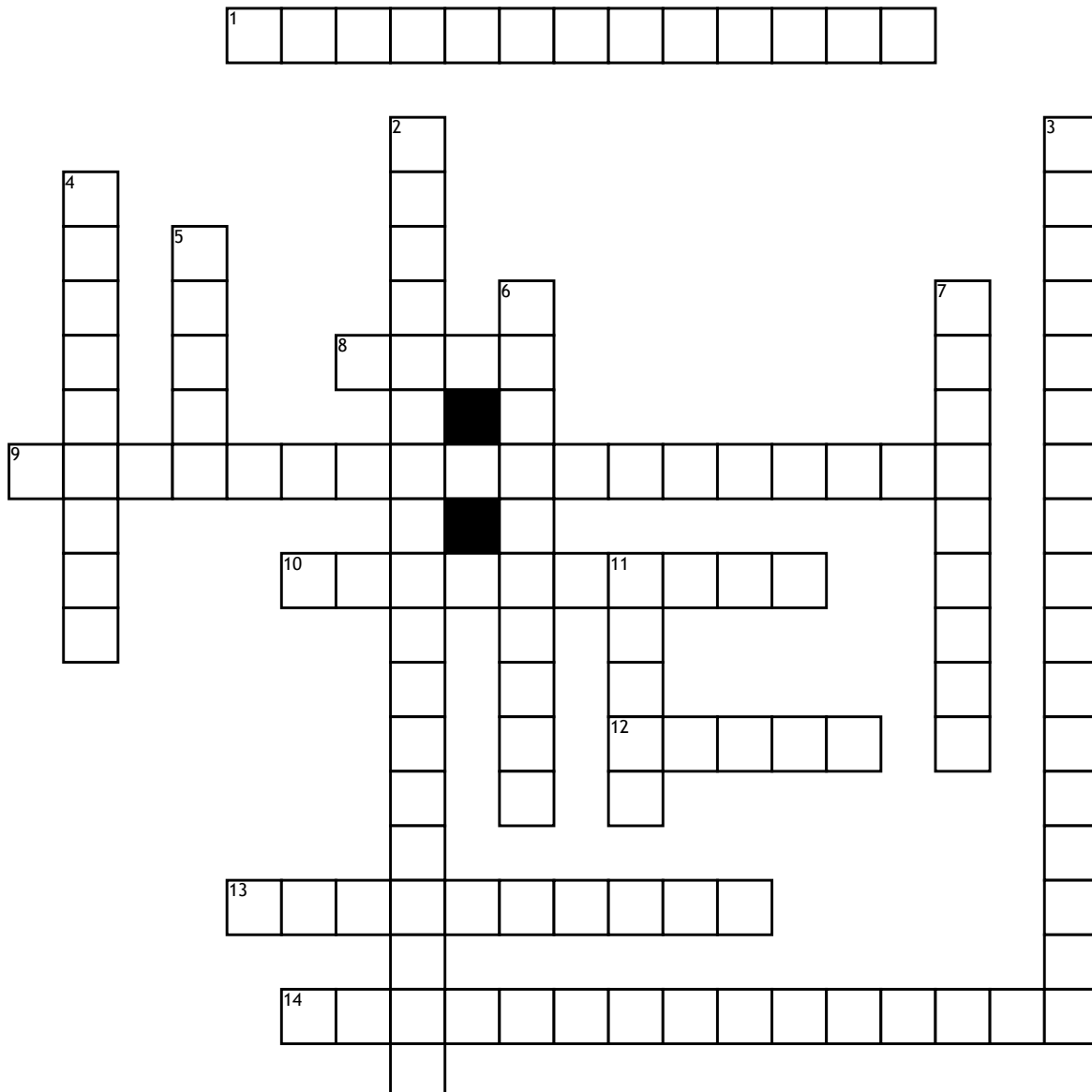


Name: _____

Date: _____

Persuasive techniques



Across

- 1. They are an expert in their field
- 8. The author's voice and language they use to express their personal thoughts and feeling
- 9. Language used to convince or persuade an audience
- 10. Numbers used to talk about a topic, such as percentages, tables or graphs

- 12. Something that you can argue for or against in relation to a specific topic
- 13. The writer's main argument (their position on the topic)
- 14. Language that appeals to people's feelings and emotions

Down

- 2. It doesn't need an answer, it is implied in the question
- 3. Directly addresses the reader, using words like us, we, you, I and our

- 4. Reasons that support your contention
- 5. The use of evidence to make an argument credible
- 6. Repeating letters, words or phrases to reinforce an argument
- 7. Use of exaggeration in your writing to persuade the reader
- 11. A particular subject that can be discussed or written about