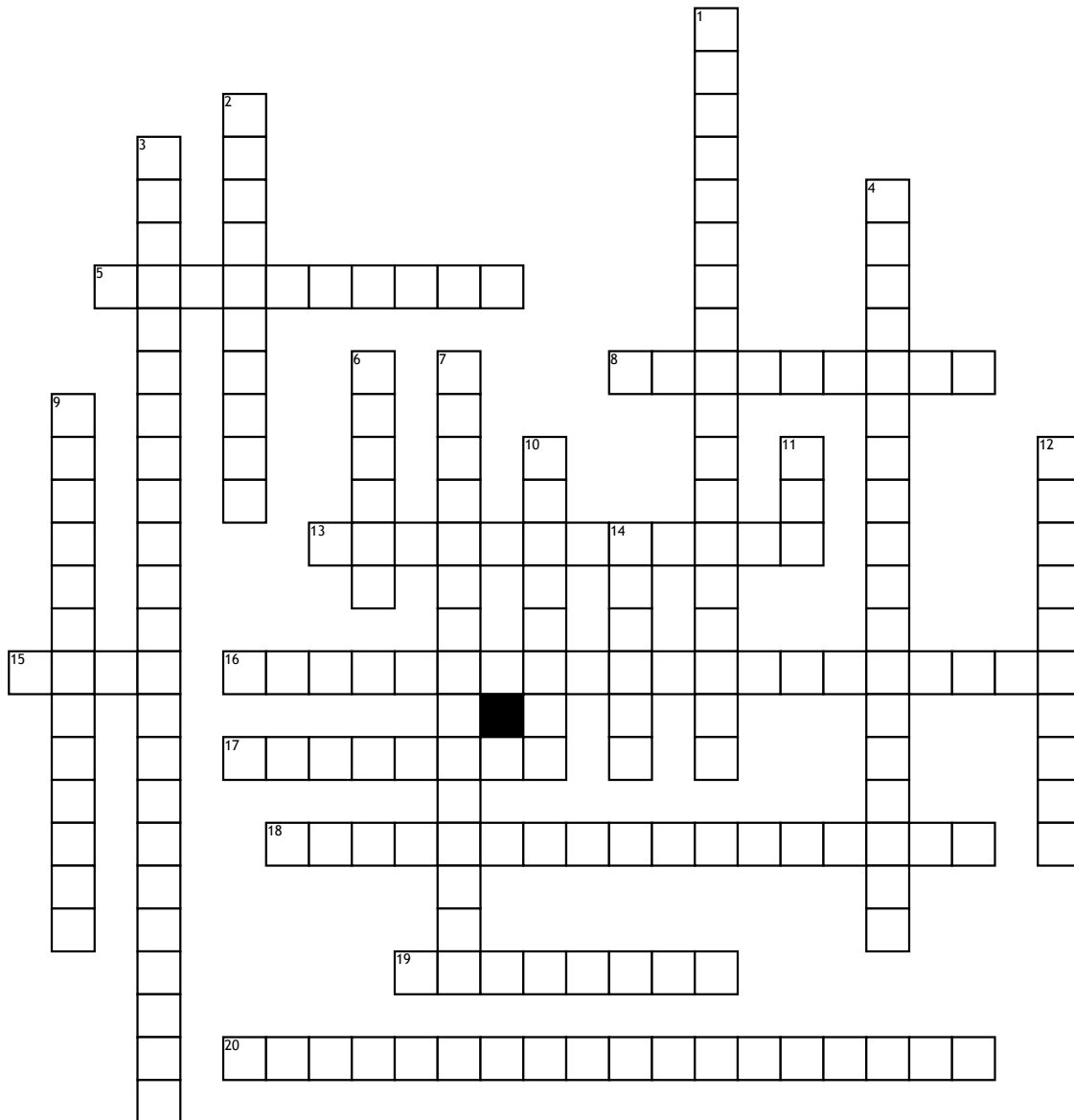


Name: _____

Date: _____

Persuasive techniques



Across

- 5. when a word or phrase is used over and over again for emphasis
- 8. exaggeration
- 13. when a sound or letter is repeated in a row of words, eg. a headline
- 15. the feeling that the language imparts
- 16. drawing upon the reader's belief in the importance of family
- 17. the specific target of the author

18. language that includes the audience and makes them feel part of the issue

- 19. Direct description
- 20. A question designed to make the audience reflect

Down

- 1. playing upon the audience's sense of pride in being Australian
- 2. the author's main argument
- 3. eliciting a feeling that something is fair or unfair
- 4. casual language, includes slang

6. Description using the words 'like' or 'as'

- 7. words intended to elicit an emotional response from the audience
- 9. using a quote or piece of advice from someone qualified in a particular area
- 10. A short story
- 11. A play on words
- 12. Facts using survey or numerical results
- 14. An insult that may be without a logical basis