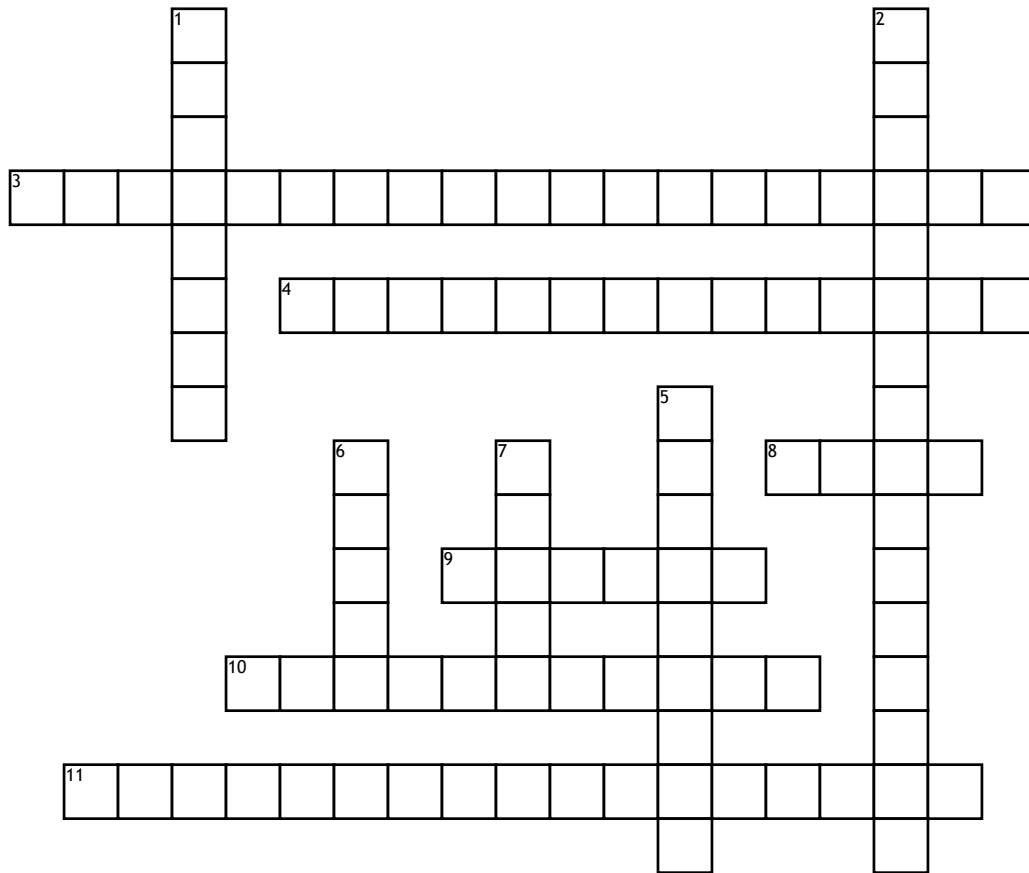


Name: _____ Date: _____ Period: _____

Rhetoric Academic Vocabulary: Part Two



Across

- 3. Making an assumption based on little information
- 4. Using very emotional words that make the audience feel a certain way
- 8. Prejudice in favor of or against one thing, person, or group compared with another, usually in an unfair way
- 9. A rhetorical appeal to the audience's emotions, often created using personal anecdotes/stories
- 10. Having a famous person or other non-expert endorse a product
- 11. Techniques writers use to enhance their arguments and communicate more effectively

Word Bank

ad hominem
pathos
testimonial
rhetorical devices

logical fallacies
loaded language
bias
claim

hasty generalization
rhetoric
logos

Down

- 1. The art of using language for the purpose of persuasion
- 2. Statements that sound logical or factual, but are not
- 5. Attacking the person or opposition instead of the claim or product
- 6. A rhetorical appeal to the audience's sense of reason, often created using facts, figures, and case studies
- 7. A writer's or speaker's statement of a position on an issue