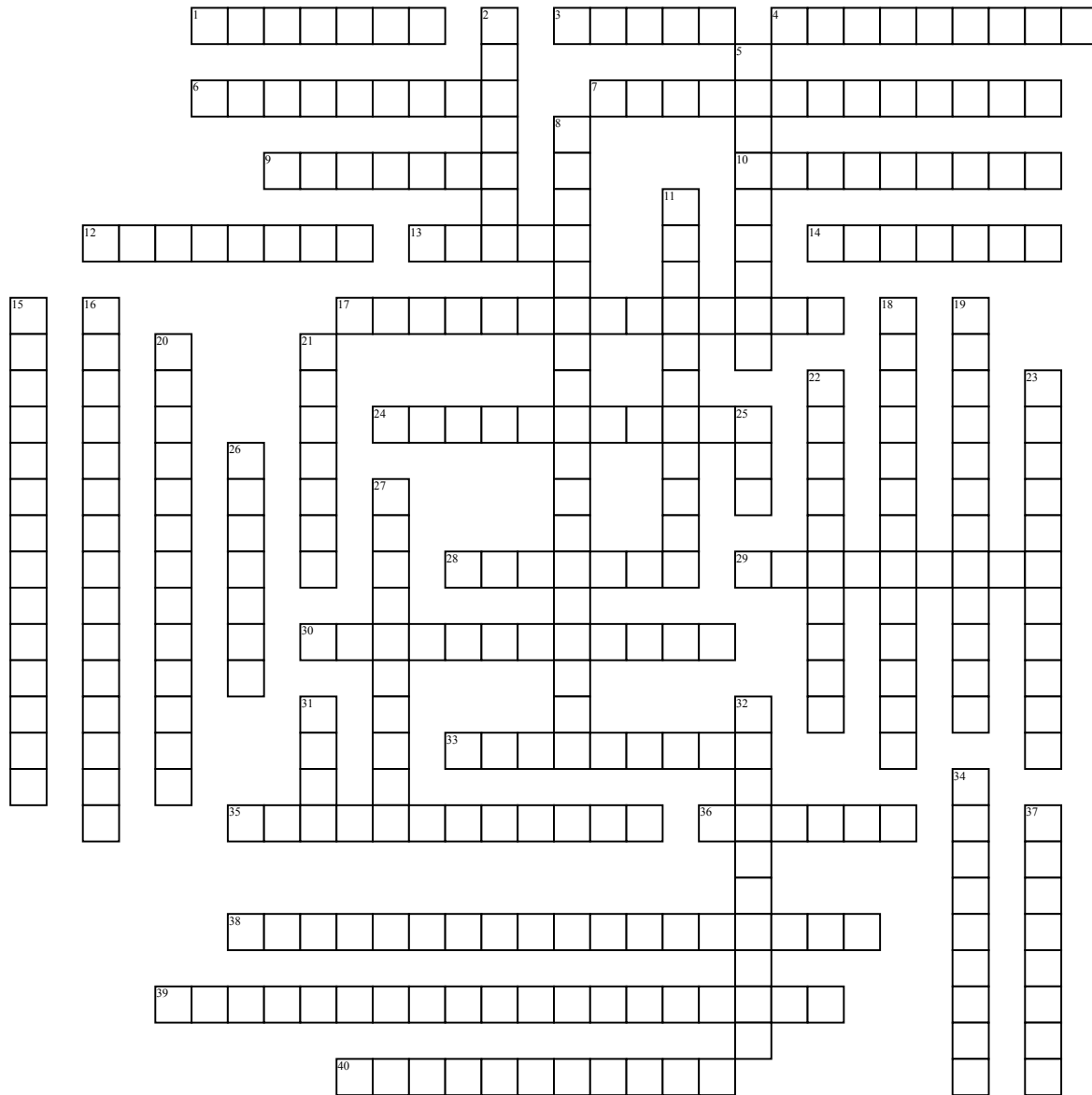


# The Language of Persuasion



## Across

1. Ties to persuades to buy a product by promising to give us something else
3. Many ads use \_\_\_\_\_ because it grabs our attention and it's a powerful persuasion technique
4. Somebody or something that provides a good visual image on the television screen
6. Many ads show lots of people using the product, implying that "everyone is doing it"
7. The efforts by television outlets to reach a specific demographic or psychographic group
9. Persuaders love to \_\_\_\_\_ us
10. More than exaggeration or hype (3 words)
12. Something is "\_\_\_\_\_ " if it is directly, fully, and/or clearly expressed or demonstrated
13. Unproven or outrageous claims
14. An \_\_\_\_\_ compares one situation with another
17. Assumption that if most people believe it, it must be true (2 words)
24. Persuasion technique tries to link a product, service, or die with something already liked or desired by the target audience
28. We rely on \_\_\_\_\_ to advise us about things that we don't know ourselves
29. A local television station that has a contract with one of the major networks, such as CBS, NBC, or ABC

30. A large business corporation that owns a variety of different types of companies
33. The language of ads if full of intensifiers, including superlatives, comparatives, \_\_\_\_\_, exaggeration, and many other ways to hype the product
35. No one can tell the whole story (2 words)
36. This technique is used to escape responsibility for something that is unpopular or controversial
38. The way a television program tells its story (2 words)
39. These are questions designed to get us to agree with the speaker (2 words)
40. Video recorded for earlier newscasts about the same or a similar subject (2 words)

## Down

2. Coordinated interaction between two or more organizations
5. Opposite of the new technique
8. The money that television broadcasters make from selling advertising time during their programs (2 words)
11. We tend to pay attention to these people
15. Statistics about people grouped by their interests, attitudes, values, and habits
16. \_\_\_\_\_ uses good-looking models to attract our attention
18. Sometimes draw huge conclusions on the basis of a few small facts

19. Extremely powerful and very common in political speech
20. Combines Extrapolation and fear (2 words)
21. \_\_\_\_\_ are words or images that bring to mind some larger concept, usually one with strong emotional content
22. Sentimental images to stimulate feelings of pleasure, comfort, and delight (\_\_\_\_ & \_\_\_\_\_)
23. The four letters assigned by the Federal Communications Commission to identify a particular broadcast television station (2 words)
25. We love \_\_\_\_\_ things and new ideas
26. Individual interpretation of a media message
27. We may believe a "regular person" more than an intellectual celebrity (2 words)
31. Uses something disliked or feared by the intended audience
32. Advertisers use \_\_\_\_\_ in two ways
34. Diverts our attention from a problem or issue by raising a separate issue
37. Persuaders can be effective simply by appearing firm, bold, strong, and confident