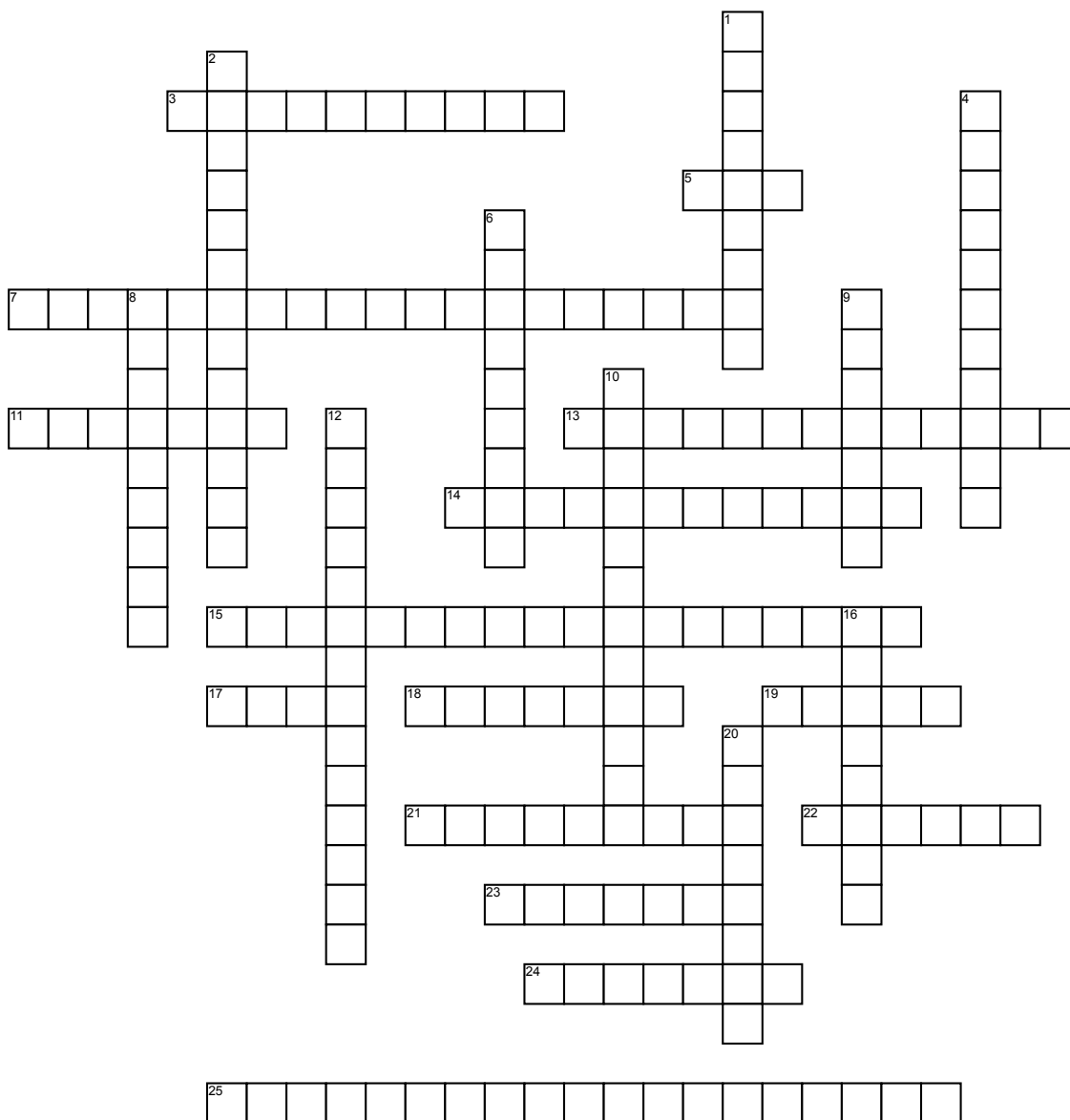


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# crossword



## Across

3. "virtue words "
5. we love new things and new ideas
7. these are questions designed to get us to agree with the speaker
11. symbols are words or images that bring to mind some larger concept
13. draw huge conclusions on the basis of a few small facts
14. extremely powerful and very common in political speech
15. this is a particular application of the expert technique
17. the symbol that is used to identify a particular brand

18. occurs when an advertiser is engaging in marketing activities
19. the number of people who are exposed to an advertisement
21. this is the opposite of the new technique
22. the prefix pseudo means "fake"
23. a film or video editing technique
24. a claim by an advertiser that sounds good
25. research by advertisers that focuses on what types of people exposed to an advertisement

## Down

1. while the glittering generalities and name calling techniques

2. combines extrapolation and fear
4. (liar, creep, gossip etc. )
6. the number of times a particular group of people are exposed
8. one of the 20th century's most dangerous propagandists
9. a slogan
10. an effort in recent years by advertisers to focus
12. life is complicated
16. sometimes, persuaders can be effective simply by appearing firm, bold
20. persuaders love to flatter us