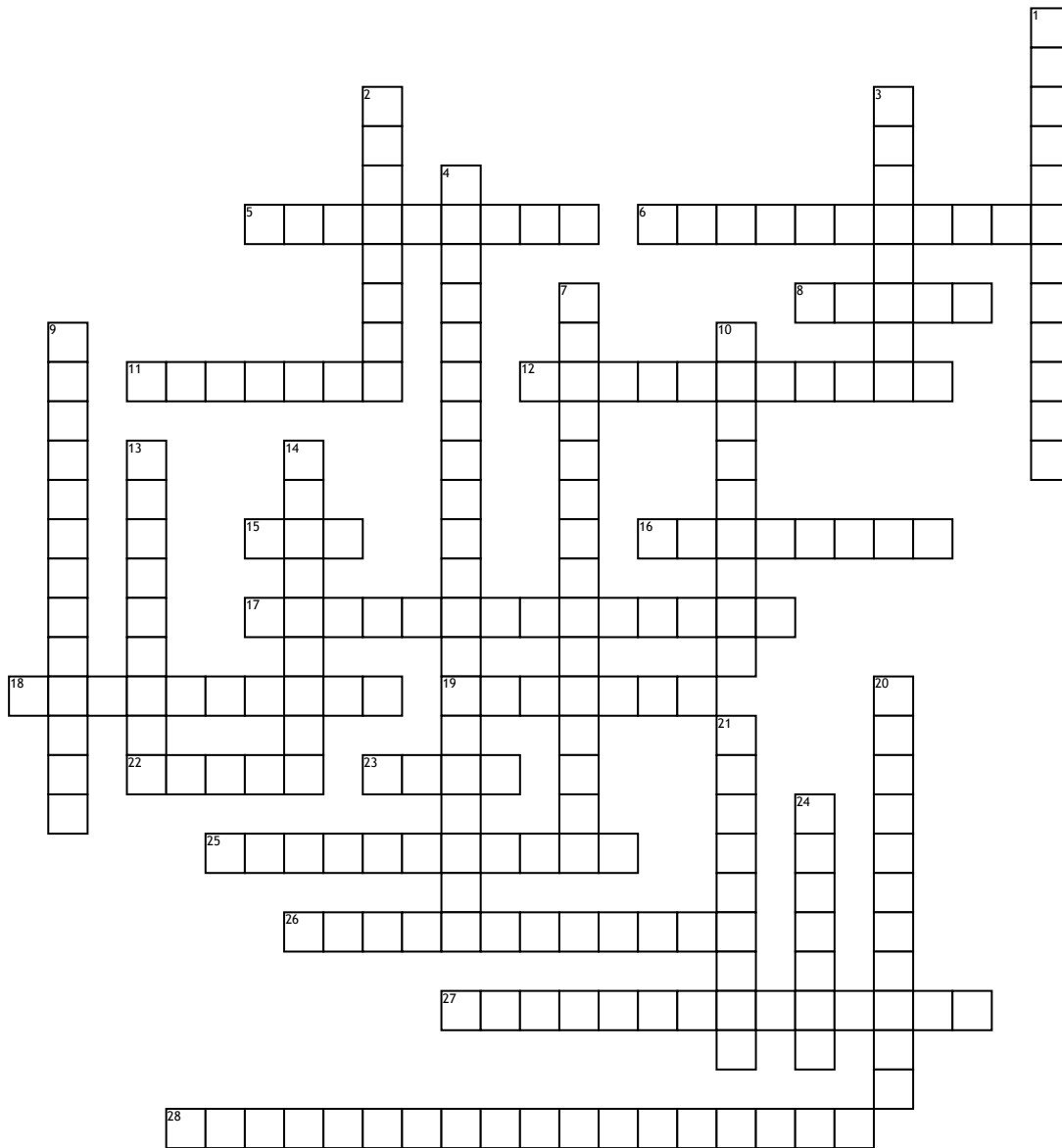


Name: \_\_\_\_\_

# the language of persuasion



## Across

5. the opposite of new technique, old  
6. tries to link a product or service something that is already liked by the people  
8. makes the audience laugh and make them feel good in order to get them to buy the product or service  
11. tries to persuade us to buy a product by promising to give us something else  
12. his technique is when another company says something bad about another  
15. new ideas that attract customers  
16. appearing firm or bold  
17. if you buy this product you it will be a solution to all your problems  
18. what's good for the average joe

19. experts advise about things we are unfamiliar about  
22. saying things that are unproven  
23. the opposite of association technique, uses something that is disliked  
25. use famous people to try to get you to buy the product  
26. show people testifying about the value of the product  
27. clearly expressed or demonstrated  
28. makes you agree with the speaker

## Down

1. uses sentimental images  
2. makes the audience feel flattered  
3. keeps saying a slogan so it gets stuck in the customer's head  
4. the use of virtue words  
7. using good looking models

9. it warns the reader that if you don't buy this product or service bad things might be in store for you  
10. bandwagon  
13. makes the audience emotional  
14. saying lies about the product  
20. why  
21. exaggerating about the product, saying little white lies to the people so they will buy it  
24. words or images that bring to mind some larger concepts