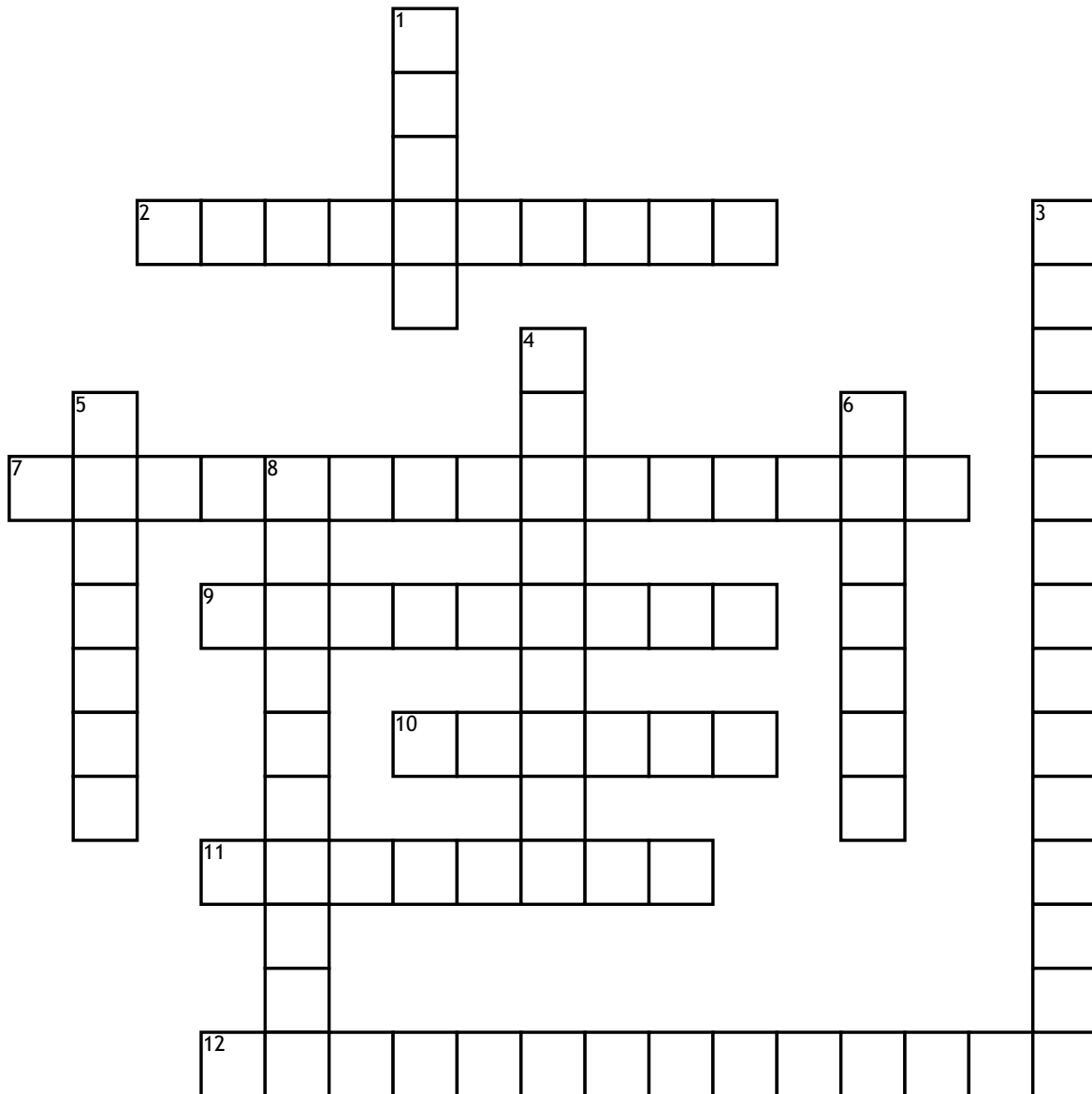


Name: _____

Have Fun



Across

2. speaker's intelligence, expertise, and knowledge on the subject

7. reasoning that seeks to establish the relationship between causes and effects

9. Because everyone loves the Steelers, I do too!

10. Aristotle referred to it as

11. forces listeners to choose between alternatives when more than two alternatives exist

12. assumes taking a first step will lead to subsequent steps that cannot be prevented

Down

1. Emotion the person performing the Ted Talk had throughout the entire time

3. evidence is more likely to be persuasive if it is new to the audience

4. speaker's sincerity, trustworthiness, and concern for the well-being of the audience

5. AVOID!

6. Credibility of the speaker before she or he starts to speak

8. when arguing from analogy, a speaker compares two similar cases and infers that what is true for one case, is also true for the other