

Name: _____

Date: _____

Persuasion

R T D W Y G O D S H I D L U E F S T V T D V J X
X H P W Y M H I G G L A A R H E T O R I C A L P
M S E K A T J K I A D Q T J F D M L F O J G C F
J L E O N W R E A R U W R G A G F B D O U P K Z
G K E T P A U M T X N O B N C E G T L Y O E R V
X H U Q J P B V J H J T O I T N T Z H H N R S M
K A X C P S O D J I O J V R N V E U L A V I P U
W C B O L P J S J S O S C R G U H X P Y C P X W
L E U Q O A U T I N I J X E N L E T A C O H F L
P N I Y Z J I T Z T Y S V H I A V A L I K E E S
C T E O R N O M U J I V M D N C I J L L Z R Y S
M R N L K I B H Z J N O V E O I D N F O N A S C
D A F G O G M C E O A D N R S G E D C P G L O X
K L E Y Y G C I G V B V L U A O N P K C T P H D
D P T X O L I A T E T O M C E L C Z D C B R T W
Y R M T D O W C Q N G G M Q R O E L W H A O A N
B O U B H D A D P O A H V N D H W K R H U C P W
Z C A M N E Q U S P S R K V W C W C M O I E Q C
K E Q A W L N H R L M F R M H Y T L G E Z S J Y
W S B J Q E U A A M H N R A I S G W A E M S T W
U S K K N H J E G V O C S C W P O J A B V I Q G
L I Q B Q C P Y N Z W K R D Z Q D W C Y W N G N
G N D T L P B M E N B R B Y L F A U Z Z W G N C
H G C H A R A S J K I D L P K G Z P J W L W P V

Peripheral Processing
Opposition
Evidence
Pathos
Logic
Fact

Central Processing
Rhetorical
Appeals
Policy
Logos
ELM

Psychological
Bandwagon
Warrant
Claim
Proof

Red Herring
Reasoning
Monroe
Ethos
Value