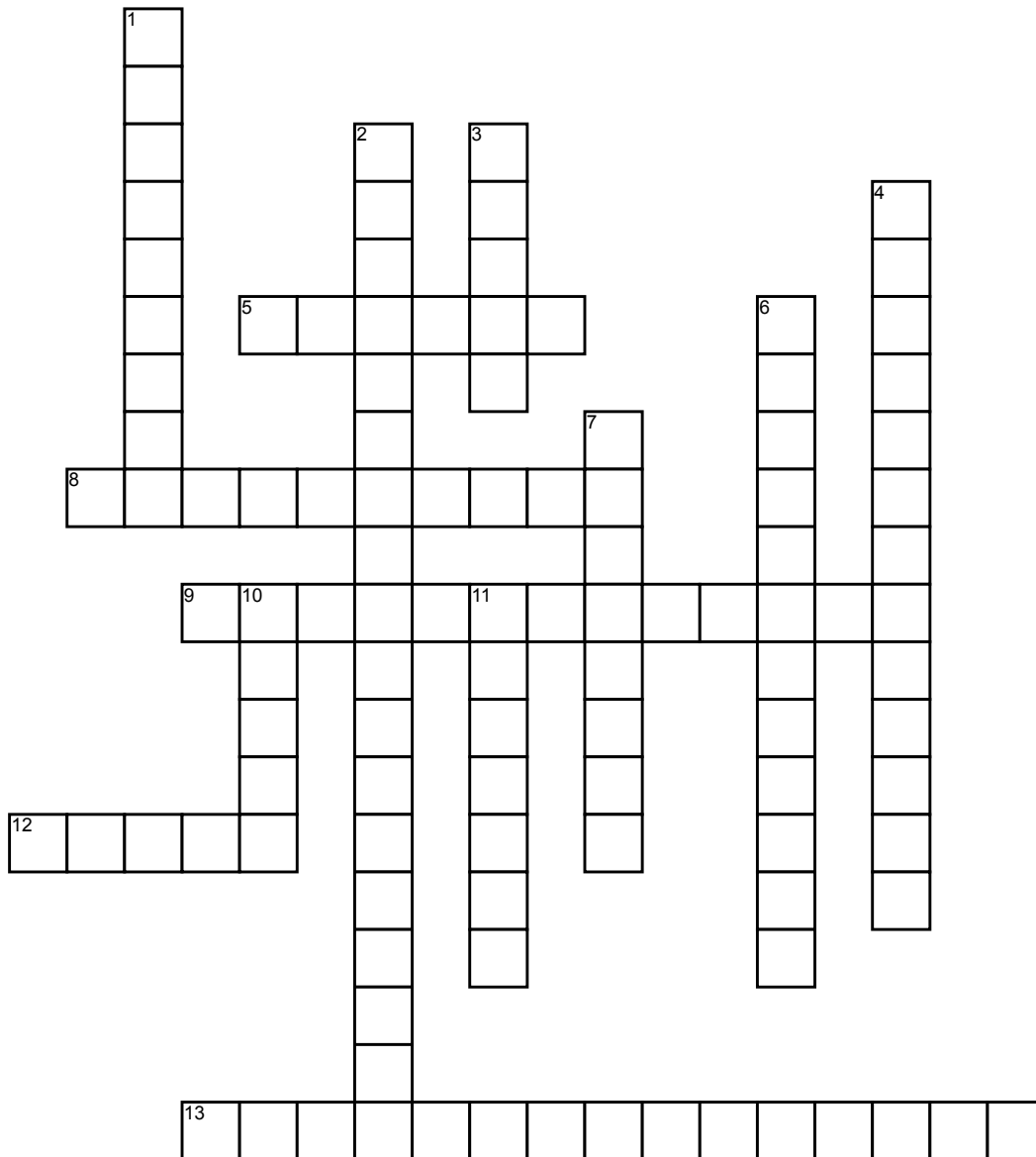


Persuasive Devices



Across

- 5.** Appeal to emotion
8. Repeating a word for effect
9. Using a series of words throughout the text/speech to create an overall tone/atmosphere
12. Providing information that is true
13. Providing the alternative argument and then knocking it down

Down

- 1.** Another word for exaggeration
2. Asking a question that doesn't need an answer because it is implied
3. Using logic, facts and reason
4. Referring to the audience directly as 'you', 'we' etc.

- 6.** Using words that start with the same letter for effect
7. A personal story used to appeal to the audience
10. Making yourself sound credible or reliable, using experts, celebrities or your own credentials
11. Another term for a rule of three - using three words together to create effect