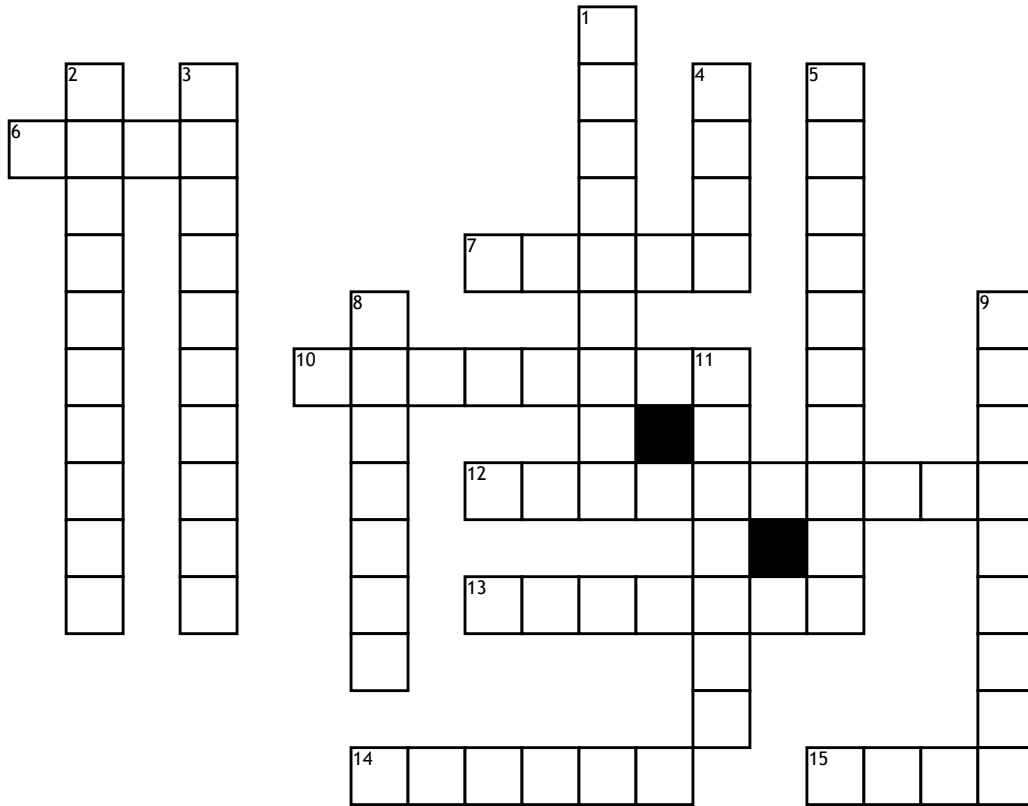


Persuasive Language Techniques



Across

6. Information which can be proved to be true
 7. The emotional appeal to financial loss or gain is an appeal to the hip pocket _____
 10. A short account of an incident or event
 12. This type of question doesn't need an answer!
 13. A personal point of view
 14. This type of opinion adds greater weight or authority

15. These type of studies are used to personalise an issue/ elicit sympathy

Down

1. Exaggeration or overstatement
 2. This emotional appeal plays upon people's sense of national pride
 3. This type of evidence makes an argument appear more scientifically based

4. This reflects the writer's attitudes and feelings towards the issue

5. A word or phrase which is repeated for effect (usually in threes)
 8. A comparison between two things which are similar
 9. Language which seeks to include the reader on the writer's side
 11. Language which appeal to the audience's emotions

Word Bank

Nerve

Rhetorical

Opinion

Fact

Statistics

Repetition

Expert

Case

Inclusive

Emotive

Anecdote

Patriotism

Tone

Analogy

Hyperbole