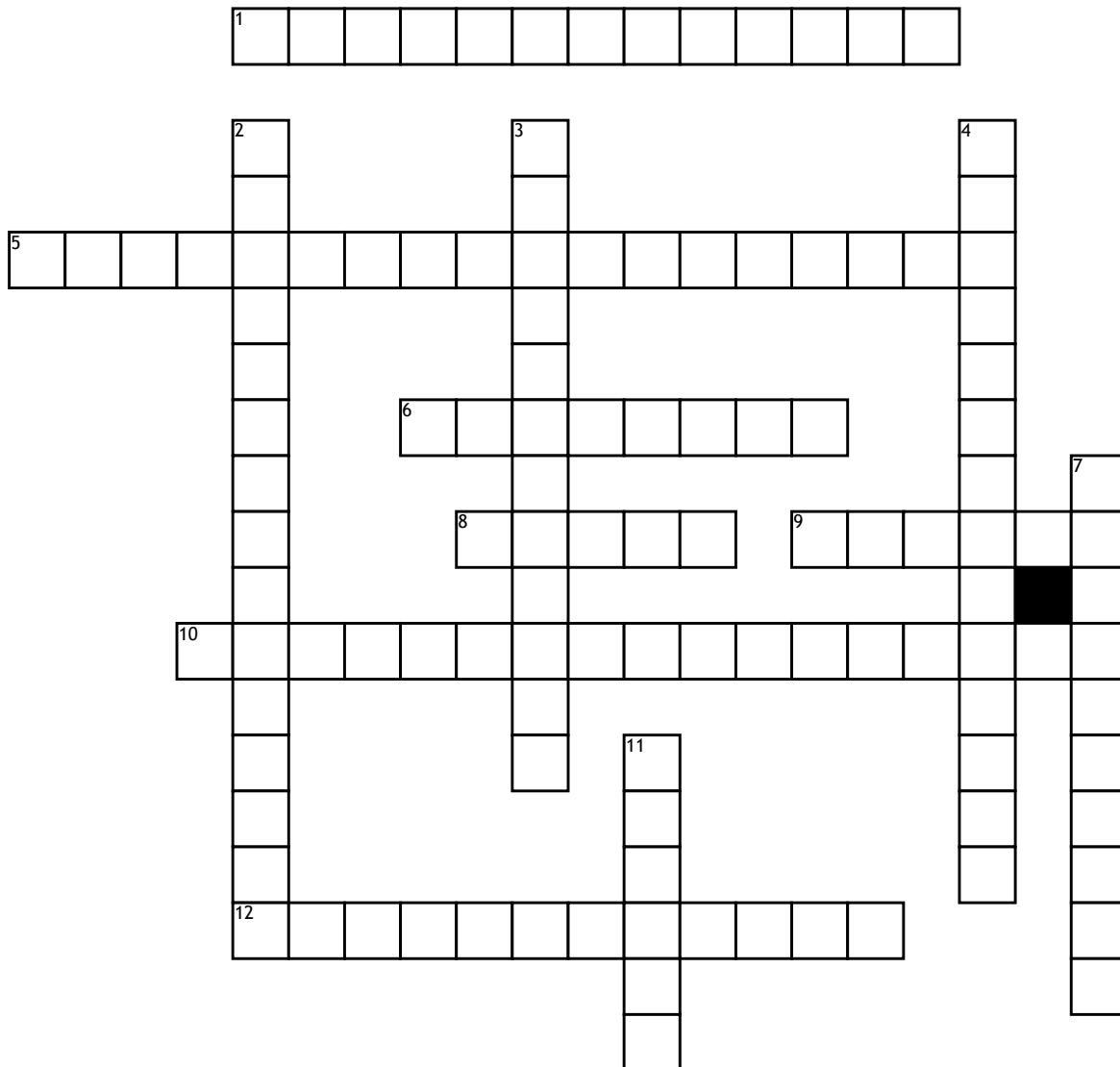


Persuasive Technique Crossword



Across

1. Quoting the opinion of an expert on the issue, to make the writer's position seem stronger
5. A question where the answer is obvious. It makes the reader feel left out if they don't agree.
6. A personal story to add credibility to the writer or give the argument a human angle
8. Numbers and scientific findings seem more factual so readers are more likely to trust them.

9. Complimenting a person or idea to make the person and their ideas look good.

10. Using 'we', 'you' and 'our' to include the reader in the same group as the writer so the reader feels left out if they don't agree
12. Makes a true situation appear worse or better than it actually is in order to grab the reader's attention

Down

2. Helps the writer manipulate the reader to think with their feelings rather than reason and logic.

3. Repeating a consonant especially at the start of words to grab attention and make the argument more memorable
4. Makes something that is true for a few people seem like it is true for everyone to make things sound like a fact without any evidence

7. Repeating words, images or phrases to make an argument more memorable

11. Criticising or mocking the other side to make the reader think badly of the opposition so they are more likely to agree.