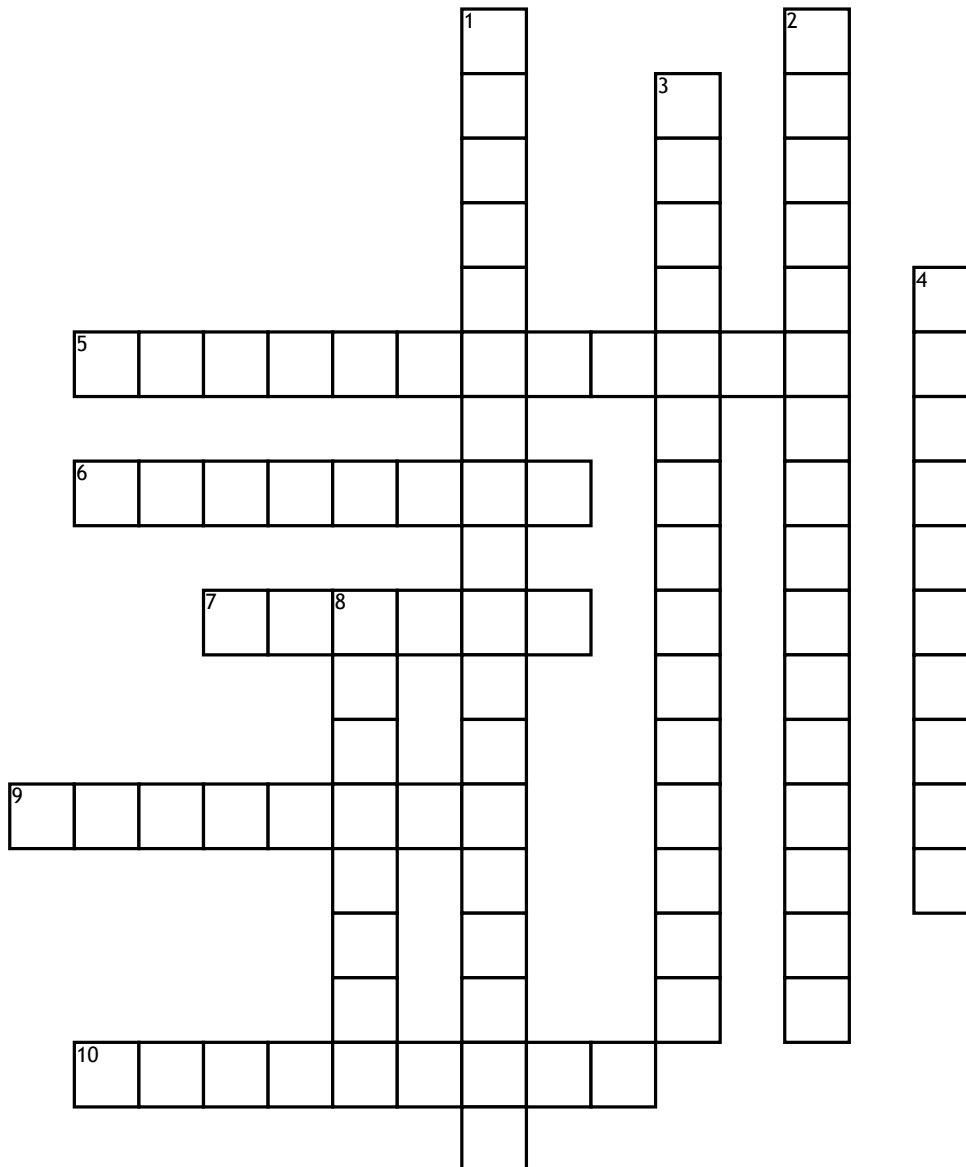


# Persuasive Techniques



## Across

5. A technique where the first letter/sound of two or more words is the same.
6. The people who read, watch or listen to an advertisement.
7. An image created using 'like' or 'as...as'.
9. To convince someone to do or think what you want them to.
10. When you say something is bigger, better, faster etc. than it really is.

## Down

1. A question that does not require an answer, but makes you think.
2. Used when speaking directly to the reader or making them feel included.
3. Vocabulary which appeals to the audience's emotions.
4. This technique is used again and again and again for impact and emphasis.
8. A comparison where you say one thing is something else.