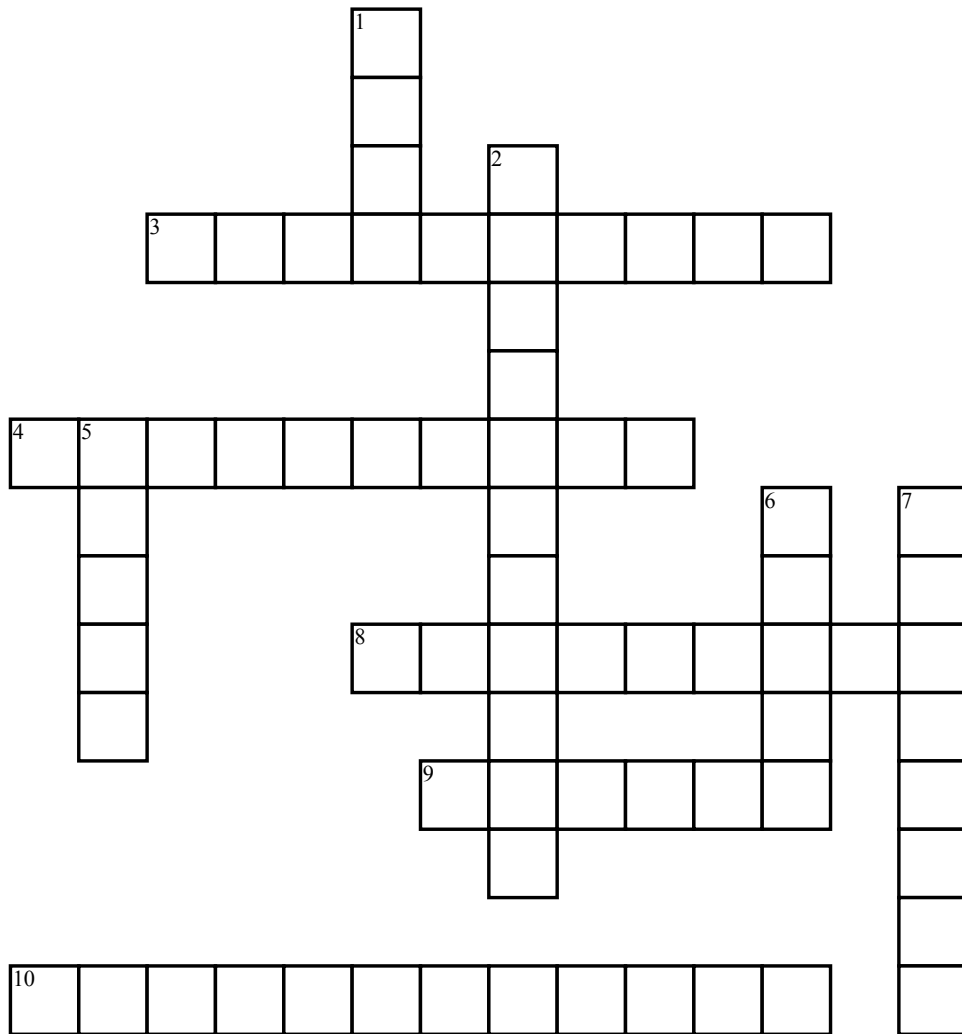


Persuasive Vocabulary Words



Across

- 3. To be concerned about beauty
- 4. Speaking or writing to get the audience to agree with your point of view
- 8. To join a crowd by using a product
- 9. Appeal to the audiences sense of emotion
- 10. Segments of a population based on age, race, gender, etc

Down

- 1. Statement that can be proven
- 2. Person written or spoken statement
- 5. Appeal to audiences sense of honesty
- 6. Appeal to audiences sense of logic
- 7. A person who buys products and services

Word Bank

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|-------------|--------------|--------|------------|
| PERSUASION | ETHOS | FACT | BANDWAGON |
| CONSUMER | DEMOGRAPHICS | PATHOS | AESTHETICS |
| TESTIMONIAL | LOGOS | | |