

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Persuasive terms

F V C D K Z S I K Z R C R F X T Z Z Z Q M X B I  
J Q V N B C C Y U L Y X P J M S L N N F W P A K  
S L L V W A X S U W T Q G C H N Y X D R Q H I G  
K K Y Z V O N Z Y M Y K B A F O H A A Q X L N L  
R X Z E P L P R J P M D D X Z I V P W M A I A O  
S R M W P A J U O E L T G M N N G J T E L S U G  
T R N S F T P M N J T Q Z U B I H Y P L W S L I  
F L A E P P A B O N S U I R G P J P A S E J I C  
P Y J E M K X T J B A G L F E O A C Q T H Q R A  
U X J Z V O S Y P O E T J C L L E N O B J W Z L  
G W W N E G A P T S R F F B A M E D U P N D G A  
J I D R H E T O R I C A L C A R C C U K L P L P  
V F Y L C C X G E T B K I N Q E Y R N A L P N P  
K E S F B H O T B X P H V G N E D A I E W R E E  
J A M K W D D I M T T B F A T G W N D D D C L A  
V C R G L G Z S L E Z H F A T R O I S S N I O L  
Y O E Y I Q M I A L C I R T R M Z W Q Q M P V M  
M B T A V G K X O K I E I G I A W M P H N M Q E  
I S D U F Z Z D C F G A L T R O E M H A V X V N  
K N E A Z H U F N G F K S Q N A K L C I R L H M  
G O D V C Z A K A O Q E F N V I F Y P B U Z V U  
M A A R D C I X I R T Y T H Y N F A P Z L K Q N  
Y O O O T F E M E M O T I O N A L A P P E A L W  
J O L S O P R N O G A W D N A B W S D Q T Z P S

Emotional appeal

Loaded terms

Snob appeal

Anecdotes

Opinions

Ethical appeal

Name calling

Rhetorical

Bandwagon

Claim

Logical appeal

Testimonial

Exaggerate

Evidence

Facts