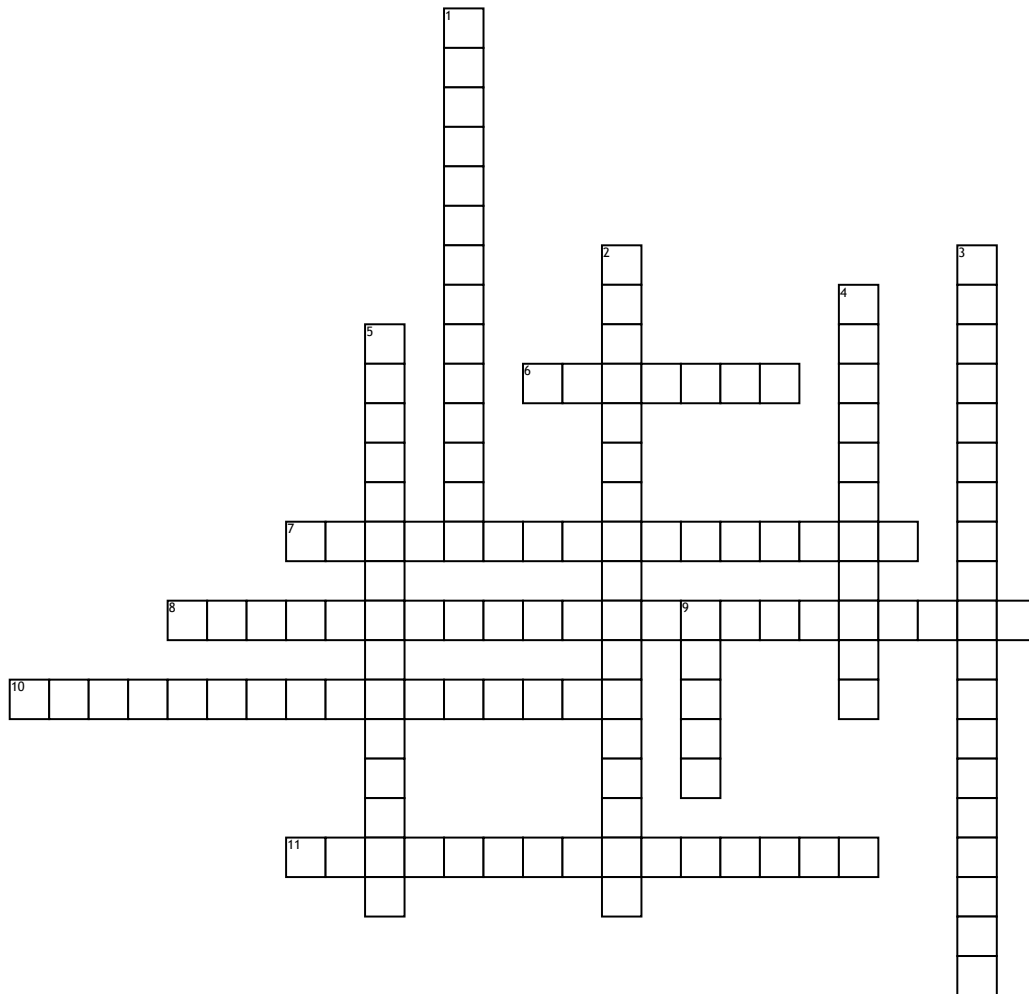


# Rhetoric Academic Vocabulary: Part One



**Across**

- 6. An author's word choice
- 7. Saying you only have two choices when, in fact, there are many others
- 8. Using positive words that become associated with something, like company slogans
- 10. Using numbers, data, or words that can be proven true or false
- 11. Doing something because everyone else is doing it

**Down**

- 1. The reason a writer writes (e.g., to inform, to persuade, to entertain, etc.)

- 2. Using different words that have the same meaning in an argument (i.e., talking in circles)
- 3. Incorrectly thinking that one thing leads to another
- 4. Using fear to influence the opinions of the audience
- 5. Using an expert in a field as part of a persuasive argument
- 9. A rhetorical appeal to the audience's sense of right or wrong, often created using the speaker's trustworthiness or reputation

**Word Bank**

- |                         |                        |                   |
|-------------------------|------------------------|-------------------|
| author's purpose        | facts/statistics       | either/or fallacy |
| glittering generalities | fear tactics           | bandwagon effect  |
| expert testimony        | diction                | ethos             |
| circular reasoning      | false cause and effect |                   |