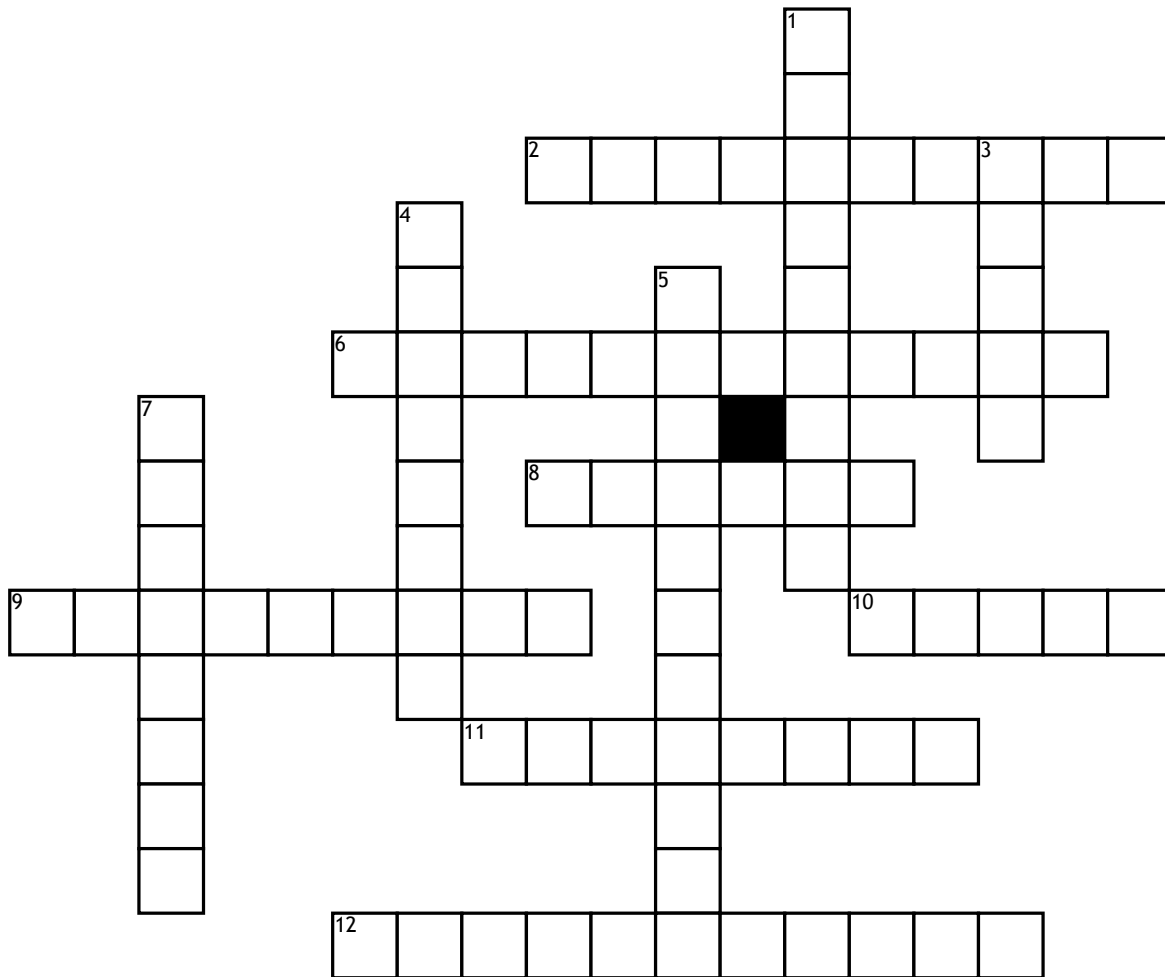


Rhetoric and Propaganda Review



Across

2. What technique connects to the common people?
 6. The speaker creates an effect achieved by placing several words in close proximity containing the same letter sounds
 8. The speaker uses emotional language to play on the person's feelings
 9. Extravagant exaggeration
 10. Establishes authority to speak on the subject because of the speaker's experiences

11. What technique links the feelings of something (good or bad) to something else?
 12. Uses a similar sentence structure is several phrases in order to persuade the audience
Down
 1. Which propaganda technique convinces the viewer by saying that everyone else is doing it so you should too.
 3. The speaker uses data, facts, and statistics to persuade the audience

4. The speaker makes a brief and indirect reference to a person, place, thing or idea.
 5. What technique uses a public figure/celebrity to promotes a person, idea, or product?
 7. Repetition of a word or expression at the beginning of successive phrases