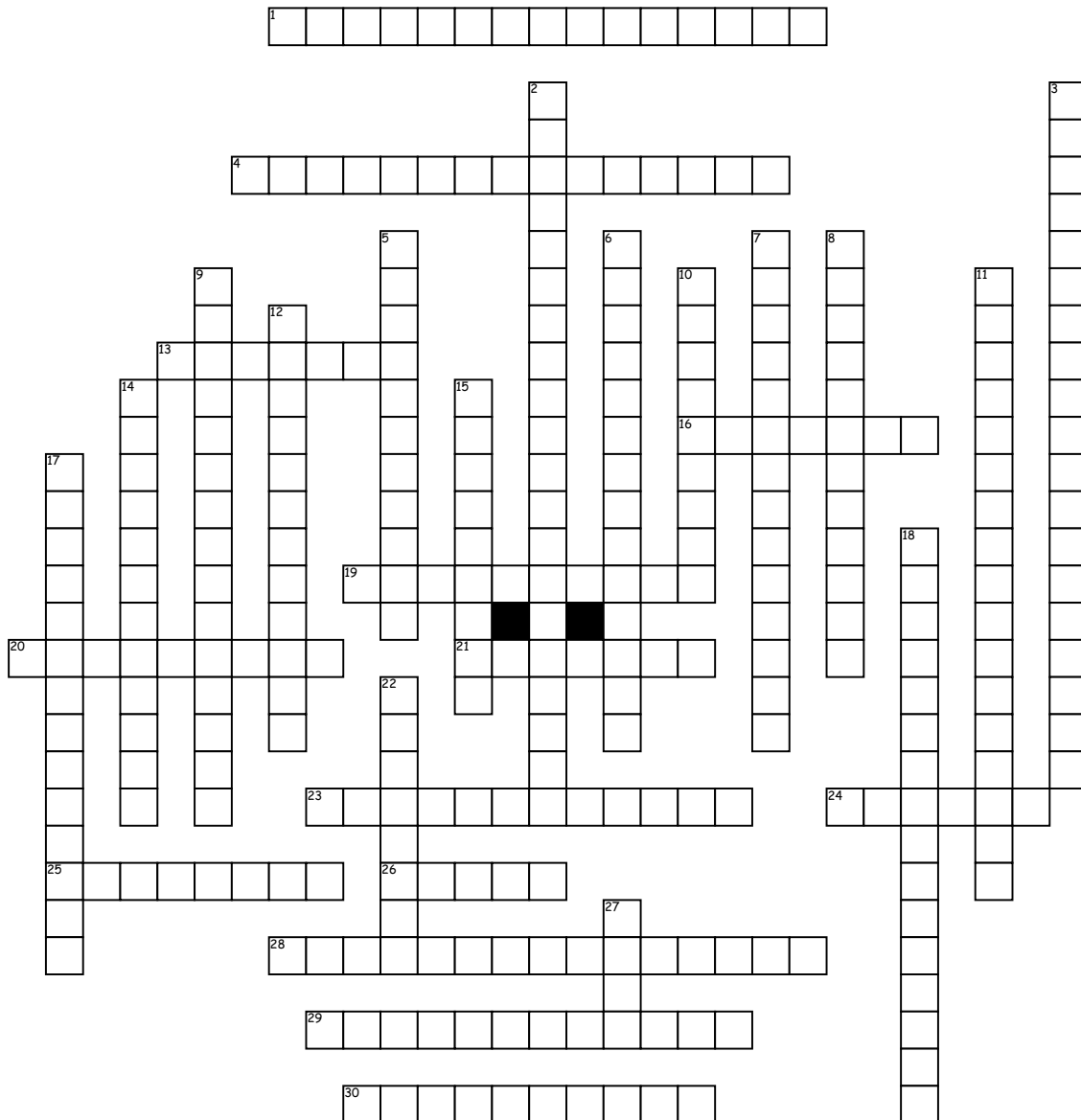


Vocabulary Cross Word Puzzle



Across

- 1. When you deconstruct an advertisement (or similar media text) you are using reading and thinking strategies to understand the messages
- 4. Anticipates what "the other side" might say
- 13. The reasons and evidence that are used to prove the claim
- 16. A comparison between two things, typically for the purpose of explanation or clarification
- 19. Restating something in your own words
- 20. Attempts to discredit an idea by attacking the person's character rather than his or her argument
- 21. A judgment formed about something
- 23. Recommends guidelines, rules, or a plan of action to address an issue
- 24. A statement or theory that is put forward as a premise to be maintained or proved
- 25. A claim supported by reasons and evidence
- 26. A writer's position on a problem or issue

28. A method of persuasion that's designed to create an emotional response

29. A statement that represents something as better or worse than it really is.

30. Restate in your own words

Down

- 2. A literary technique that writers use to present their ideas through reason and logic
- 3. Fallacies of argument
- 5. Relies on endorsements from well-known people or satisfied customers
- 6. Self-esteem of the person being spoken to, in order to get them to do something, buy something, or give something up
- 7. A general statement or concept obtained by inference from specific cases
- 8. When you judge a group of people who are different from you based on your own and/or others opinions and/or encounter
- 9. Onomatopoeia (formation of a word from a sound associated with what is named)

10. Give a brief statement of the main points of (something)

11. Is a common type of fallacy, or an argument based on unsound logic

12. A fallacy in which a person attempts to create support for an idea by attempting to increase fear towards an alternative

14. A fallacy in which someone tries to win support for an argument or idea by exploiting his or her opponent's feelings of pity or guilt

15. Suggests that a person should believe or do something because "everyone else" does it

17. Phrases that have strong emotional implications and involve strongly positive or negative reactions beyond their literal meaning

18. Salience (being particularly noticeable or important)

22. A message that uses visuals rather than literally saying or explicitly saying what they mean

27. A statement that is true