

Name: _____

Date: _____

Persuasion techniques

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

federal trade commission
overgeneralization
emotional appeal
advertisement
association
must have
prizes
hype

cause and effect fallacy
circular reasoning
call to action
name calling
repetition
bandwagon
jingle
fear

games and activities
misleading claims
caveat emptor
loaded words
propaganda
argument
humor
bias

plain folks appeal
facts and figures
card stacking
endorsement
persuasion
puffery
claim