Persuasive Techniques

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Across

- 1. Words that arouse emotion
- **8.** Thought provoking pictures in your mind
- **12.** numbers/graphs which provide convincing information
- **13.** Making your writing amusing, to make the reader side with you

- **14.** Suggests that family is good
- **15.** little stories to illustrate a point

Down

- **2.** Questions that done require an answer
- **3.** Examining general rules and facts
- **4.** Occurs when the premise of an argument is the same as the conclusion

- **5.** Developing a general theory from the observation set.
- **6.** The use of facts and figures
- **7.** Visual explanation of things
- **9.** Suggests readers should be loyal
- **10.** Demonstrating differences in viewpoint
- 11. Used to link ideas