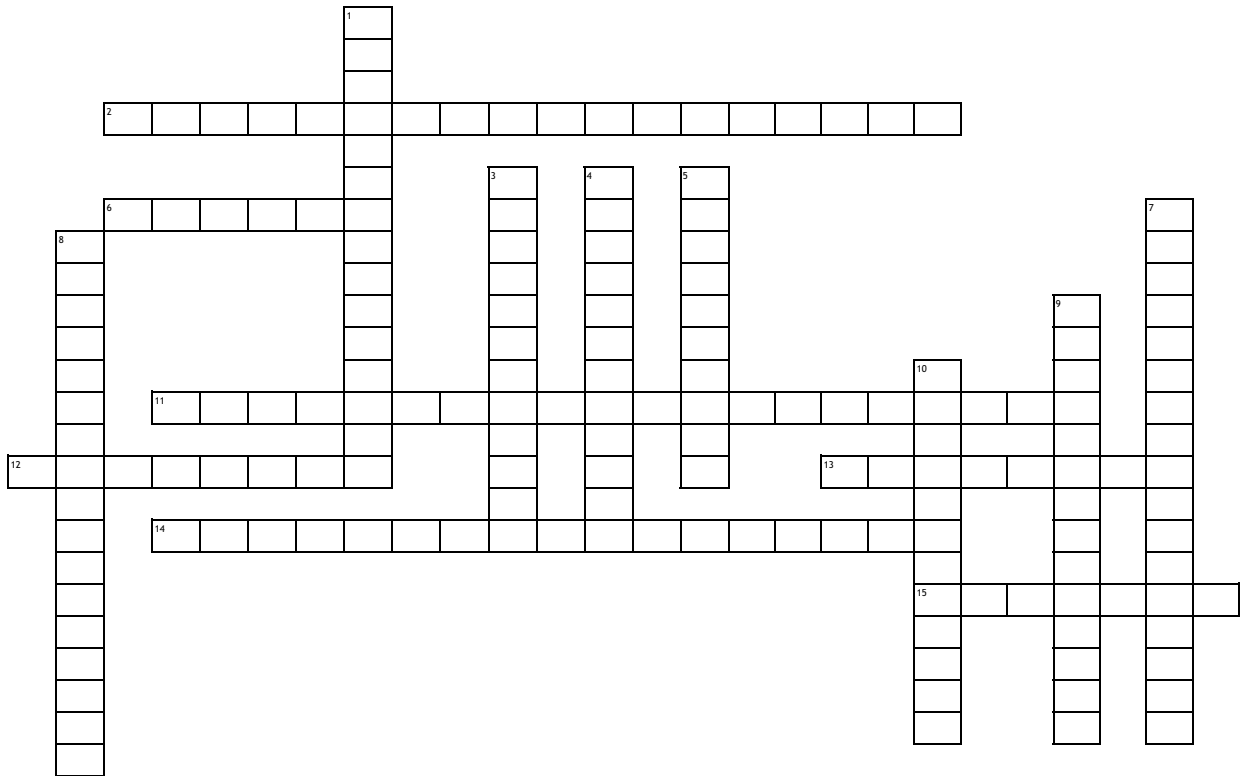


Argument analysis technique's



Across

2. Examining general rules and facts about a group to form a specific conclusion about one part of the group
6. Overused phrase quickly understood by a wide audience
11. Suggests that families are good, especially traditional nuclear families
12. A story about someone or something that the writer has experienced or heard about
13. facts, information or expert opinions to support an argument
14. Figure of speech that identify a similarity between two different things.
15. A comparison between two things that helps the reader to draw conclusions about their similarities

Down

1. Language that has a strong emotional impact. Uses the positive and negative connotations of words to influence the readers respond
3. Plays on people's tendency to react emotionally with their safety, security, country or loved ones as threatened
4. Exaggerates the true situation for dramatic impact
5. An idea or statement that someone takes for granted as being true
7. Uses 'we' 'our' 'us' etc. to include the readers in the same group as the writer
8. Evidence in a visual form
9. Used to link together and develop an argument in support of the main contention
10. Repetition of a consonant, especially at the start of words