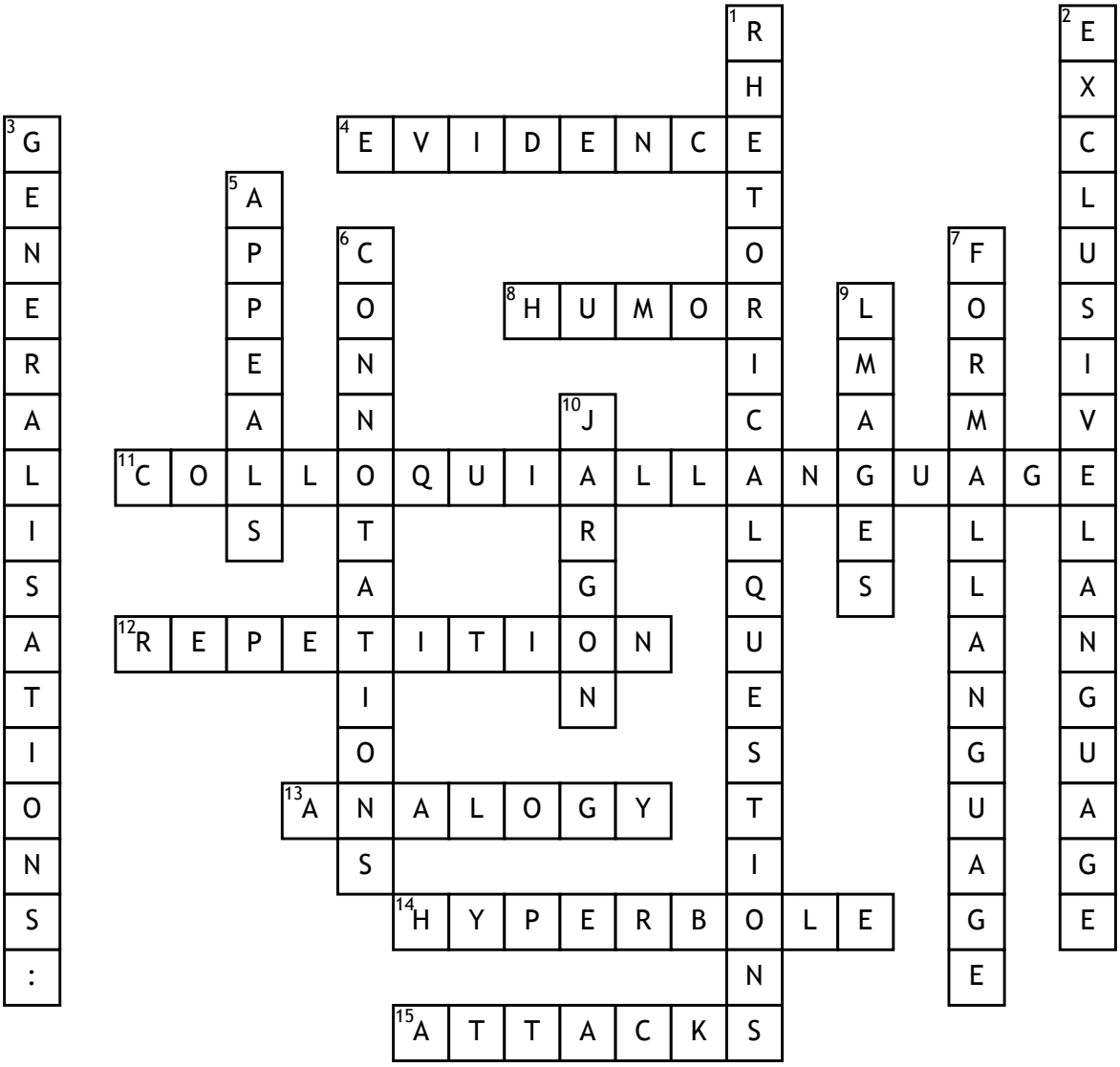
Name: _____ Date: _____

persuasive techniques



Across

4. facts or information indicating whether a belief or proposition is true or valid.
8. the quality of being amusing or comic
11. casual conversation where some slang terms are used and where no attempt is made at being formal.
12. the recurrence of an action or event.
13. a correspondence or partial similarity.
14. exaggerated statements or claims not meant to be taken literally.
15. criticise or oppose fiercely and publicly.

Down

1. a question asked in order to create a dramatic effect or to make a point rather than to get an answer.
2. when somebody includes or excludes somebody else through the words that they use.
3. statement or concept obtained by inference from specific cases.
5. be attractive or interesting.
6. an idea or feeling which a word invokes for a person in addition to its literal or primary meaning.
7. associated with particular choices of grammar and vocabulary.
9. product presents to the public,
10. special words or expressions used by a profession or group that are difficult for others to understand.