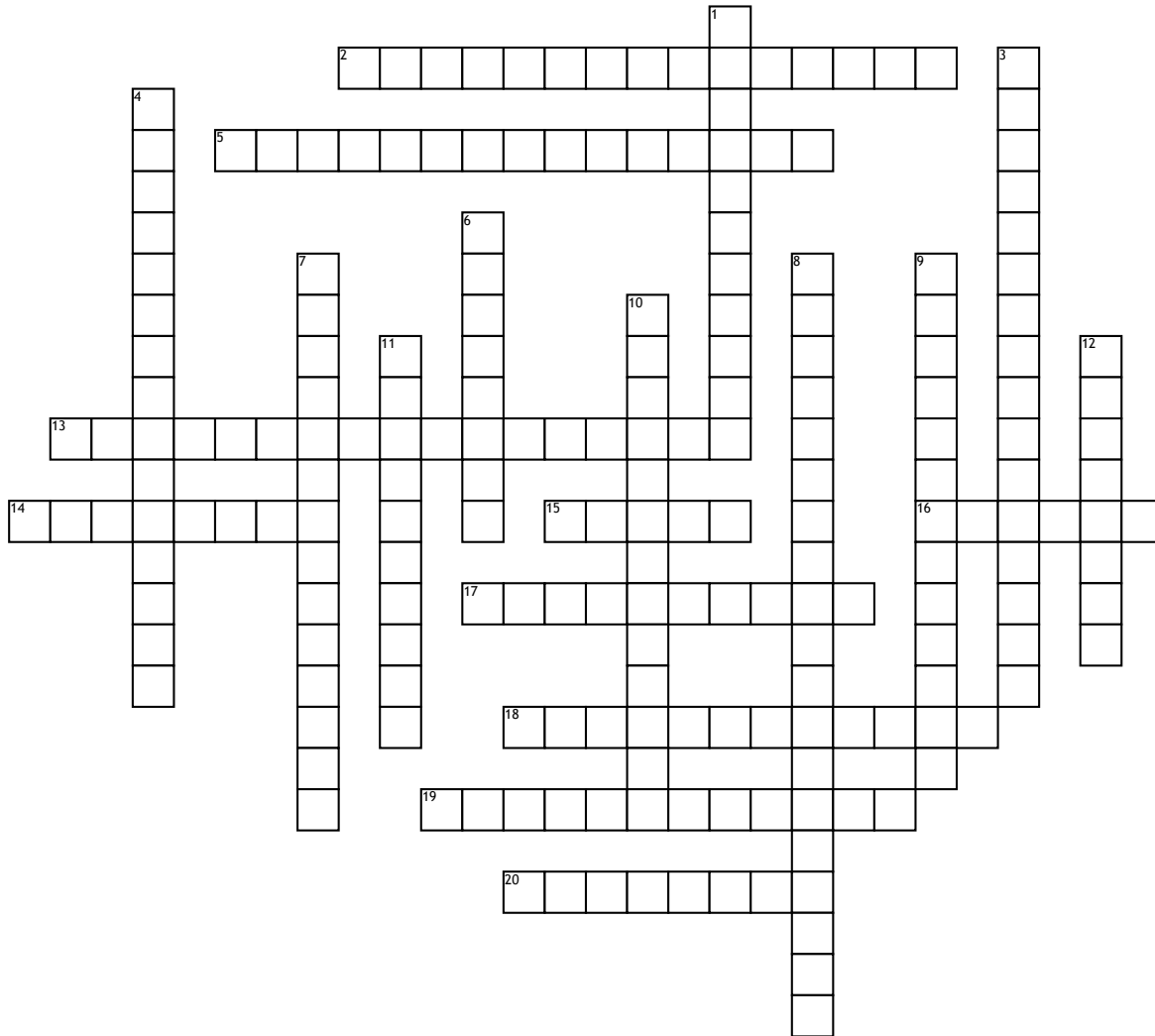


Argument Terms



Across

2. attempt to persuade by stirring up strong feelings
 5. plays on audience's desire to be "one of the group"
 13. supports a statement by restating it in different words
 14. text or speech where the speaker expresses a position or makes a claim and supports it
 15. following the line of reasoning
 16. type of language with strong positive or negative feelings
 17. relies on the audience's desire to be special or part of the "elite"

18. makes the audience afraid
 19. makes the audience feel sorry
 20. describes evidence that supports the claim in a clear and logical way

Down

1. discredits an idea by attacking the person or group behind the idea
 3. errors in logic
 4. statements that address opposing views
 6. judge the effectiveness
 7. appeals to audience vanity, or pride in their appearance or status

8. techniques that persuade by playing on the audience's desire to fit in, have a positive image, or feel connected
 9. links claims to beliefs or values, such as sense of right vs wrong
 10. statement of fact
 11. describes evidence not based on sound reasoning or not clearly connected to the claim
 12. information that helps support a claim; can include statistics, expert quotations, anecdotes, number facts,