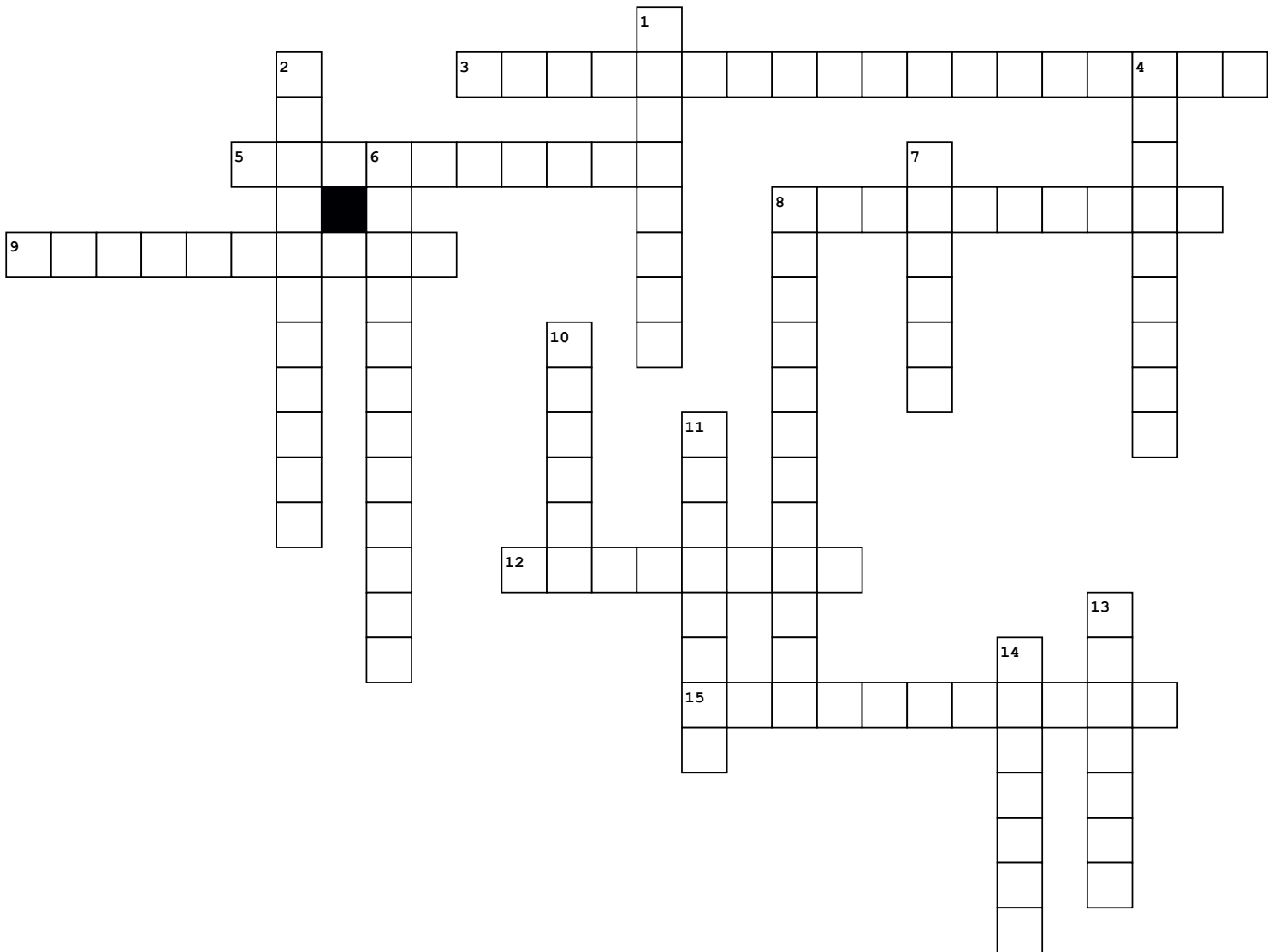


16 persuasive techniques



Across

3. the use of non-literal phrases or words to create further meaning in writing or speech
5. the action of repeating something that has already been said or written.
8. are words to describe words
9. question
12. a short amusing or interesting story about a real incident or person.
15. an idea or feeling that a word invokes for a person in addition to its literal or primary meaning.

Down

1. E.g xe/ze/zey/zer/he/she/him/her
2. the quality of being trusted and believed in.
4. a confident and forceful statement of fact or belief.
6. is a statement that represents something as better or worse than it really is.
7. a cause, explanation, or justification for an action or event.
8. is the occurrence of the same letter or sounds at the beginning of adjacent or closely connected words
10. special words or expressions used that are difficult for others to understand.
11. the available body of facts or information indicating whether a belief or proposition is true or

valid

- 13.** is a strong feeling deriving from one's circumstances, mood, or relationships with others.
- 14.** forceful language to place the reader in a position of agreement with the writer