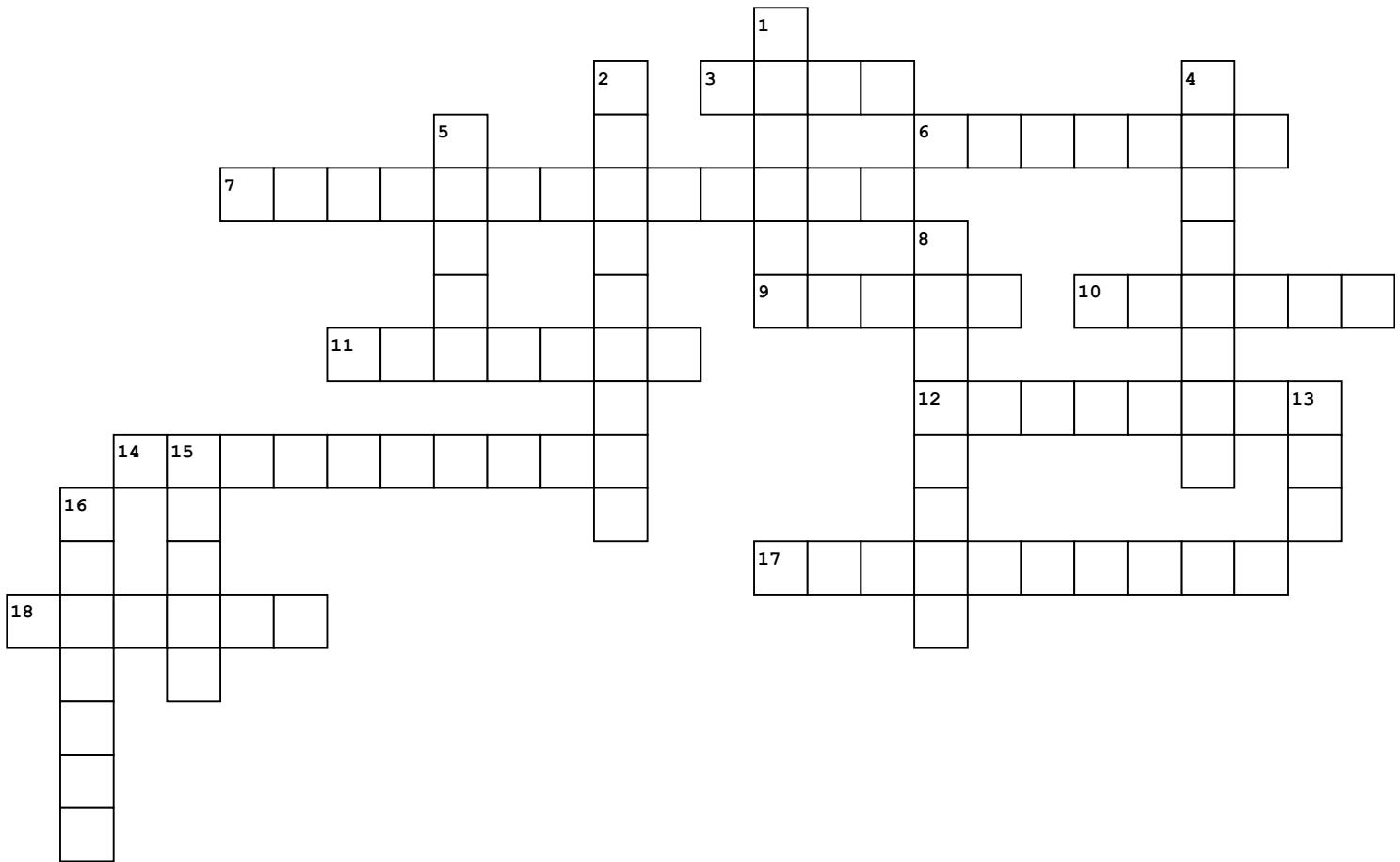


# Persuasive Techniques



## Across

3. to action Giving an action or task for your audience to complete to work towards solving the problem.
6. Using opinion or beliefs to support ideas.
7. Using opposites to illustrate a point. E.G. "It was the best of times, it was the worst of times"
9. Appealing to logic and reasoning.
10. Appealing to the emotions.
11. This helps you feel and look confident and calm. It demonstrates high status meaning the audience feel you have something worth listening to. It also helps you to breathe easily and project your voice.
12. Using imagery to engage the audience, especially for a hook - this needs to be related to theme/point.
14. Repeating words/phrases for dramatic effect.
17. questions Asking a question that does not require an answer.

## Down

1. expressions A form of non-verbal communication that reflects an individual's emotions.
2. A form of non-verbal communication in which visible bodily action communicate particular messages, either in place of, or in conjunction with, speech.
4. Illustrating a problem that exists, and giving a solution to reduce its impact. E.G. There is too much rubbish. More bins would help to fix this issue.
5. Using statistics or research to support ideas. Used to show expert knowledge on the topic.
8. Using verbs that show certainty of belief.
13. contact A form of non-verbal communication that creates a bond between speaker and listener. It can communicate how much you care about their thoughts.
15. Showing authority on subject.

**18.** Using puns or comedy to help persuade the audience.

**16.** Technique to show change in topic or to allow audience to think about point.