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Argument Terms

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| **Across**  **2.** attempt to persuade by stirring up strong feelings  **5.** plays on audience's desire to be 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, |