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Argument analysis technique's

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| **Across**  **2.** Examining general rules and facts about a group to form a specific conclusion about one part of the group  **6.** Overused phrase quickly understood by a wide audience  **11.** Suggests that families are good, especially traditional nuclear families  **12.** A story about someone or something that the writer has experienced or heard about  **13.** facts, information or expert opinions to support an argument  **14.** Figure of speech that identify a similarity between two different things.  **15.** A comparison between two things that helps the reader to draw conclusions about their similarities | **Down**  **1.** Language that has a strong emotional impact. Uses the positive and negative connotations of words to influence the readers respond  **3.** Plays on people's tendency to react emotionally with their safety, security, country or loved ones as threatened  **4.** Exaggerates the true situation for dramatic impact  **5.** An idea or statement that someone takes for granted as being true  **7.** Uses 'we' 'our' 'us' etc. to include the readers in the same group as the writer  **8.** Evidence in a visual form  **9.** Used to link together and develop an argument in support of the main contention  **10.** Repetition of a consonant, especially at the start of words |