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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 |