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the language of persasion

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| **Across****5.** the opposite of new technique, old **6.** tries to link a product or servise something that is already liked by the people**8.** makes the audience laugh and make them feel good in order to get them to buy the product or servise**11.** tries to persuade us to buy a product by promising to give us something else **12.** his technique is when another company says something bad about another **15.** new ides that attract customers **16.** appearing firm or bold **17.** if you buy this product you it will be a solution to all your problems**18.** whats good for the average joe**19.** experts advise about things we are un familar about **22.** saying things that are unproven**23.** the opposite of association technique, uses something that is disliked**25.** use famous people to try to get you to buy the product **26.** show people testifying about the value of the product **27.** clearly expressed or demonstrated **28.** makes you agree with the speaker | **Down****1.** uses sentimental images **2.** makes the audience feel flatterd **3.** keeps saying a slogan so it gets stuck in the customers head**4.** the use of virtue words **7.** using good looking models**9.** it warns the reader that if you dont buy this product or service bad things might be in store for you **10.** bandwagon**13.** makes the audience emotional **14.** saying lies about the product **20.** why**21.** xxagerating about the product, saying little white lies to the people so they will buy it**24.** words or images that bring to mind some larger concepts  |