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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 |