

Directions:

Match the terms below to its explanation.

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|---------------------|----------------------------|
| a. bandwagon | b. glittering generalities |
| c. common sense | d. free or bargain |
| e. plain folk | f. testimonial |
| g. emotional appeal | h. citing statistics |

- _____ 1. using percentages or other mathematical information
- _____ 2.
 - tries to persuade you that everyone is doing it & you should join in
 - everyone supports this person/cause, so should you
 - appeals to the conformist in all of us, no one wants to be left out of what is perceived to be a popular trend
- _____ 3.
 - uses glowing terms & offers no real evidence
 - uses undefined phrases that have positive emotional appeal to audience
 - the slogan is so attractive that audience does not challenge its meaning
 - weasel words are used to suggest a positive meaning w/out actually making any guarantee
- _____ 4. using words of a famous person to persuade person says a product, idea, or person is good
- _____ 5. speaker suggests that the public can get something for nothing or almost nothing
- _____ 6. trying to persuade using everyday sense of good or bad and right or wrong
- _____ 7.
 - ordinary people sell a message
 - appeal to common, ordinary folk
 - you are to believe that because these people are like you, they can be trusted
- _____ 8.
 - words that make you feel strongly about something
 - loaded words that may be negative or positive (luxury, beautiful, paradise)
 - loaded words may be symbols (mother, flag)
 - fear; presented a dreaded circumstance