**Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_/**15**

\_\_\_\_1. Loaded language A. An appeal to emotion

\_\_\_\_2. Slippery slope B. Convinces people to “follow the crowd”

\_\_\_\_3. Generalization C. Uses negative words or labels to create dislike for a competitor’s idea or product

\_\_\_\_4. Ethos D. An appeal to logic

\_\_\_\_5. Name Calling E. Uses a respected person or someone with experience to validate the product or cause

\_\_\_\_6. Bandwagon F. An appeal to ethics

\_\_\_\_7. Logos G. Convinces people to make assumptions about a whole group based on just a few examples

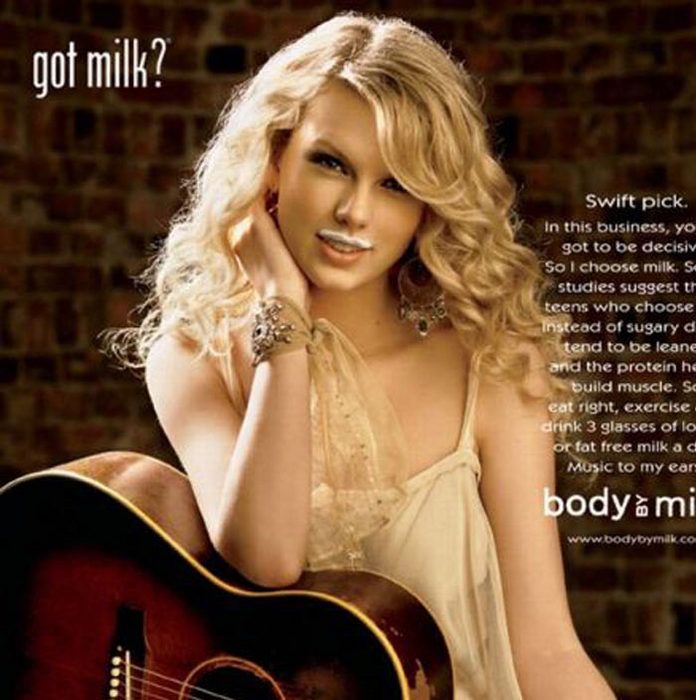
\_\_\_\_8. Testimonial H. Uses cause and effect to create an emotional response

\_\_\_\_9. Pathos I. Uses words that cause strong feelings or emotional respon

**Part Two:** Identify the type of Persuasive Technique being utilized in images below

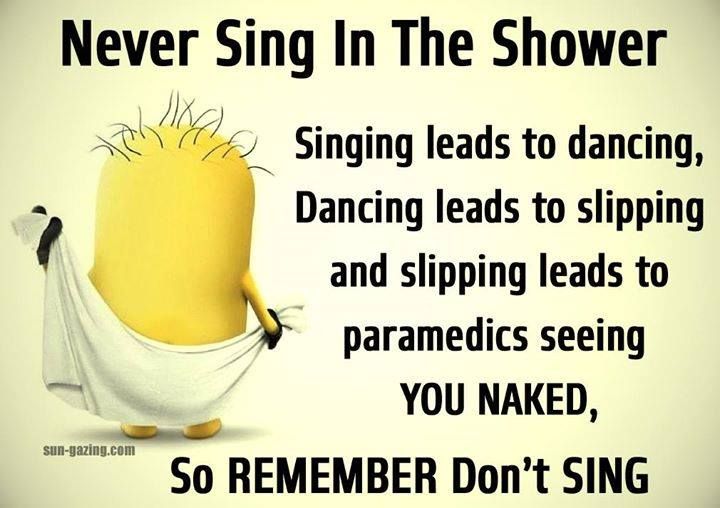
10.

This image utilizes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ technique.

11.

This image utilizes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ technique.

(Taylor Swift )

12.

This image utilizes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ technique.

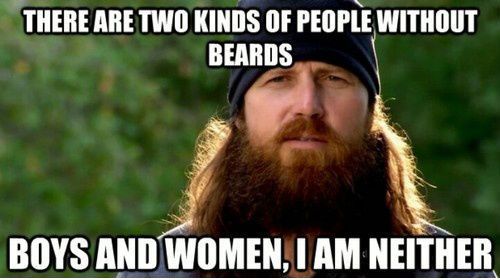
13.

This image utilizes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ technique.



14.

This image utilizes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ technique.

15.

This image utilizes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ technique.