

**head sheet**

**headline**

**mast head**

**by-line**

# **Industrial Revolution**

**literate**

**persuasion**

**propaganda**

**ethos**

**pathos**

**logos**

**flattery**

**exaggeration**

**hyperbole**

**appeal to the  
senses**

**bandwagon**



**positive appeal**

**testimonials**

**Product  
character**

**Celebrity  
endorsement**

**comparison of  
products**

**Fear of being  
left out**

**negative appeal**

**Fear of being  
unprepared**

**slogan**

**jingle**

**annoyance**

**absurdity**

**contradiction**

**repetition**

**attention-getting  
headline**

**attractive  
setting**



**sensory words**

**humor**

**snob appeal**

**statistics**

**expert  
information**

**scare tactics**

