Print and cut the term from the definitions. Place slips of paper in an envelope for students to match the term and its definition. Make enough envelops for as many groups there will be in class.

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| Bandwagon | Taps into people’s desire to belong or be a part of a group. | Audiences everywhere are raving about *Deception*. Don’t be the only one to miss out on the most suspenseful film in years. |
| Plain-folks appeal | Implies that ordinary people are on “our side” or that candidate is like a regular person. | At last, an investment plan created with real budgets in mind.  |
| Testimonial | Relies on endorsement from celebrities or satisfied customers.  | I lost twenty pounds in six weeks-thanks to the new TurboCycle exercise program. You can too! |
| Transfer | Connects a product, a candidate, or a cause with a positive image or idea. | Take pride in being an American. Re-elect Governor Frank. |
| Appeal to pity, fear, or vanity | Uses strong feelings, rather than facts and evidence, to persuade.  | Choose to Enigma XRB-because you deserve a car that's as stylish as you are. |
| Ethical appeal | Taps into people's values or moral standards.  | If you believe in education, vote against cutting after-school programs. With your help, we can keep the programs going strong.  |
| Loaded language | Uses words with positive or negative connotations to stir people's emotions.  | Smooth. Silky. Luxuriously creamy. You'll never go back to ordinary low-fat margarine.  |