

Name:

Date:

Class:

Lesson 17.2

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- analogy

Definition:

- call to action

Definition:

- credibility

Definition:

- elevator pitch

Definition:

- ethos

Definition:

- evidence

Definition:

- logos

Definition:

- master slide

Definition:

- pathos

Definition:

- persuasion techniques

Definition:

- pitch structure

Definition:

- slide presentation

Definition:

- storytelling

Definition:

- target audience

Definition:

- visual aid

Definition: