

# 'Stone Cold' The Power of Words

Ginger makes a placard that reads, 'Non-alcoholic homeless, please help'.

He explains to Link that you have to specify 'non-alcoholic' to counter misconceptions.

Link despairs that he may as well have written 'Evil, shiftless baby kicker, after your dosh' for all the good it does.

**Design and create a sign to help Link and Ginger raise money.**

## Useful Tools of Persuasion

facts

emotive language

sensationalism

rhetoric

humour (if used tactfully)