Association:
Linking the topic or the product with an idea or a feeling.

Starstruck:
Famous people or characters endorsing the product or the topic. Showing others that celebrities have the same opinion.

Explicit Claims:
A writer uses this technique with emphasis even if the claim can be proven true or false. This technique demonstrates the writer’s passion for the topic.

Weasel:
The writer says something even if it’s totally unproven. What is said is completely exaggerated and holds no truth.

The Warm and Fuzzy:
This technique appeals to those that find the topic something positive and wants to present a cute, cuddly appearance with no negative sides.

Glittering Generalities:
The writer uses large words that have big meaning but may find their words have very little or barely any association with the topic. These large words are meant to impress the audience in hopes that you don’t see the mis-association. This is not related to Word Choice, even though large, impressive words are used in both. The intent is to give connotations with Word Choice, but here the words are meant to only impress, making them “glitter.”