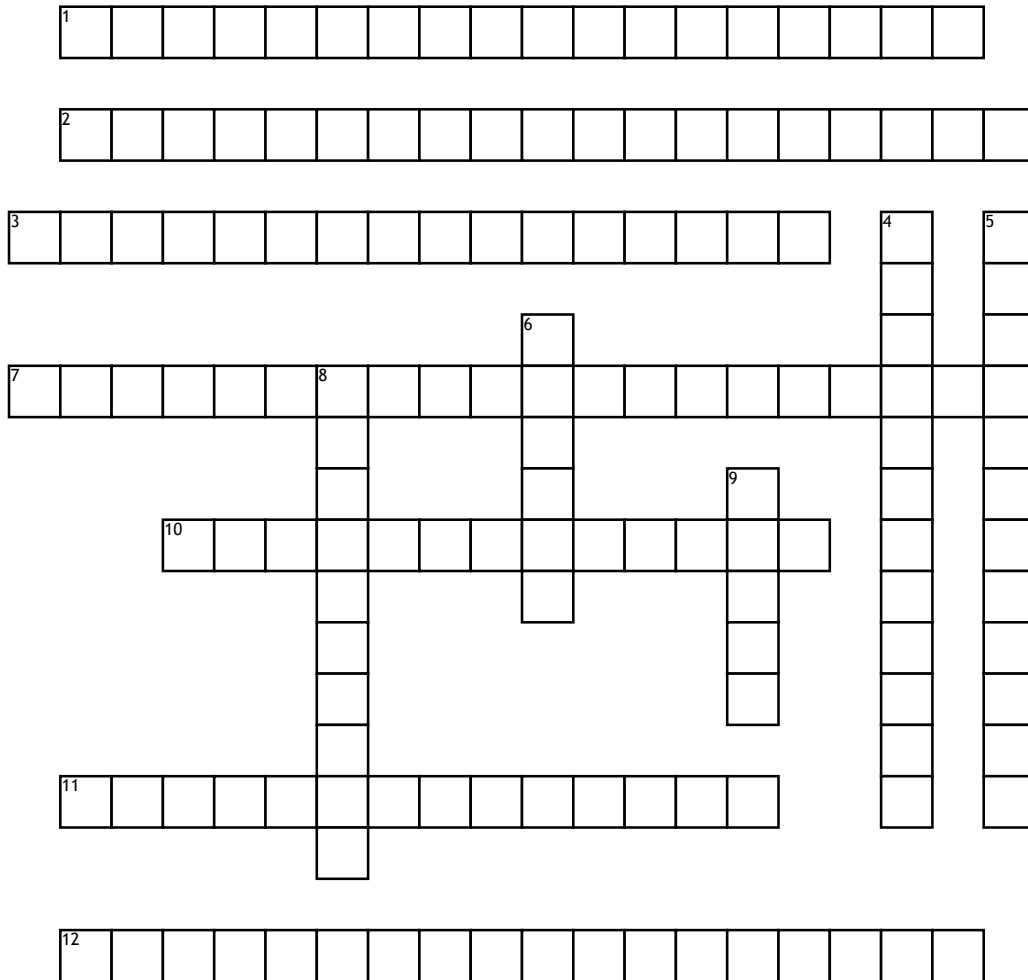


Chapter 13 Motivational Appeals



Across

1. external inducements, often of an emotional nature, that are designed to increase an individual's drive to undertake some course of action

2. motivation that comes from within

3. according to this theory people develop emotional ties to specific brands

7. using humor directed at yourself

10. ways of preventing or minimizing threat

11. what does humor tend to suppress?

12. when central processing and peripheral processing co-exist

Down

4. "like a good neighbor... statefarm is there"

5. flattery as a motivational inducement

6. a passionate and emotional form of influence

8. a dual process model that explains how fear level or intensity works

9. a logical and reasoned form of influence

Word Bank

attachment theory

stage model

parallel processing

counterarguing

self disparaging humor

ingratiation

logos

warmth appeal

danger control

motivational appeal

pathos

intrinsic motivation