

Chapter 13 Motivational Appeals

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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