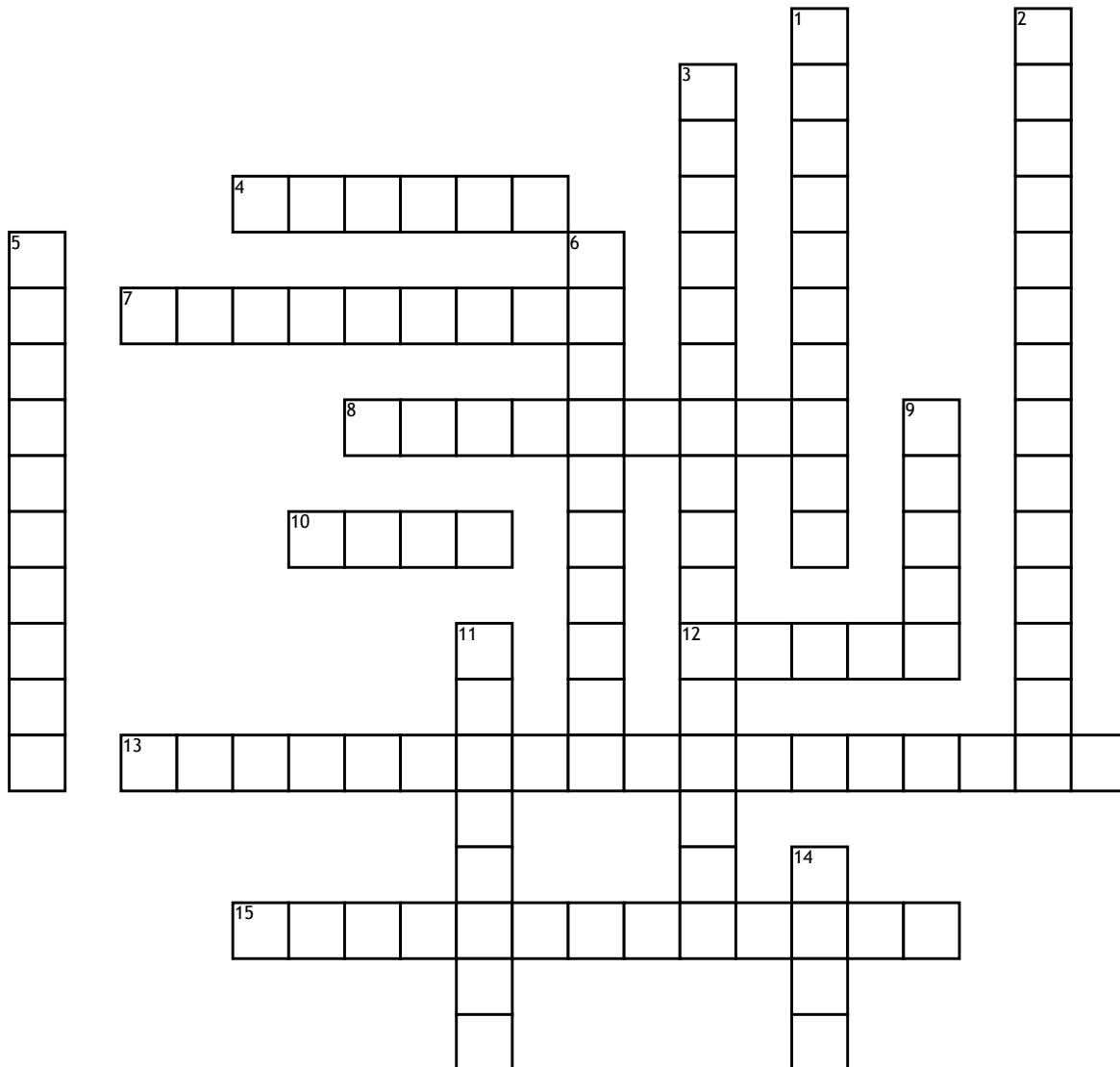


Media Communication Theory



Across

4. a quality that evokes emotions, feelings

7. also known as an internet text

8. making emotional statements in a persuasive way

10. communication type that uses media

12. logic

13. one-sided story

15. contains all media types

Down

1. aims is to influence the attitude of people towards some cause, using manipulation

2. a blanket statement

3. videos, documentaries, dvd

5. magazines, newspapers

6. categorizing groups based on their differences

9. pertains to credibility

11. leaving information out

14. synonym for 'favoritism'