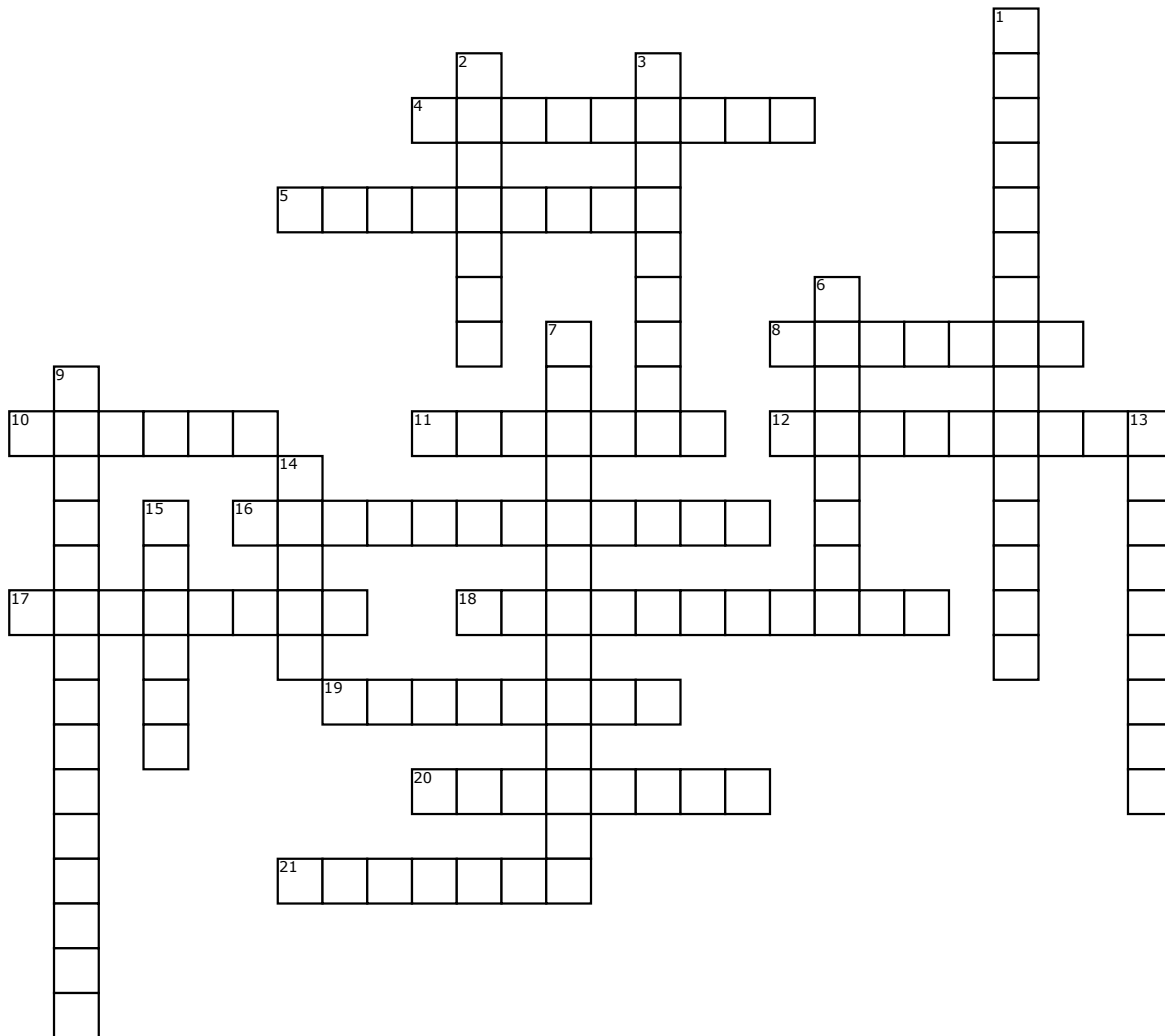


media P



Across

- 4.** Attitude c
5. Attitude a
8. simmons- at the end there needed to be a
10. how the message is delivered
11. central/ peripheral research
12. influence 3
16. high cognitions, route
17. influence 1

18. Attitude b

19. influence 2

20. chaiken- high...

21. Fear influence research

Down

1. simmons- high control equals demand

2. chiaken- no

3. notice message

6. Who the message is for

7. understand message

9. low cognitions, route

13. Accept/reject message

14. WW. Elaboration-likelihood model

15. Where the message comes from