A reason to have the stroop task is that emotional reactivity influence the interference emotional words have on inhibition. For example, phobic subjects will take longer to nemae the ink of phobia-related word, and away for color naming MoggK., & BradleyB. P. (2005). Attentional bias in generalized anxiety disorder versus depressive disorder. Cognitive Therapy and Research, 29, 29–45. doi:10.1007/s10608-005-1646-y

See also Baddeley 2013.