

Answer the questions below.

In class, we discussed several different forms of motivational appeal. When will the

Negative Emotional Appeals:

Describe a persuasive attempt that you have encountered recently in media which used a negative emotional appeal. Include a link to this persuasive attempt.

Your response here

Which of the common forms of negative appeal best describes this persuasive attempt?

Fear / Guilt / Pity

Positive Emotional Appeals:

Describe a persuasive attempt that you have encountered recently in media which used a positive emotional appeal. Include a link to this persuasive attempt.

Your response here

Which of the common forms of positive appeal best describes this persuasive attempt?

Humor / Ingratiation / Patriotism / Sex / Warmth

Blended Appeals:

Describe a persuasive attempt that you have encountered recently in media which used two or more forms of emotional appeal at the same time. Include a link to this persuasive attempt.

Your response here

Which of the common forms of positive appeal best describes this persuasive attempt? Ensure that you select at least two.

Fear / Guilt / Humor / Ingratiation / Patriotism / Pity / Sex / Warmth