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In the political ad by the Hillary Clinton campaign there was not much appeal to fear. The language used by Trump although hateful was an appeal to fear. The overall message that a president should be a role model to kids may appeal to some parents. In the Journal Article by Marcus & MacKuen (1993). It is found that emotions do affect how people vote, it is also found that fear and anxiety motives makes people more willing to seek information. The ad creates anxiety and is not enthusiastic, this attack ad may make viewers want to seek information but may not be more politically involved. By creating anxiety potential voters will likely seek information by googling or finding the videos and statements made by Trump in turn sharing such media with their friends and family.