



National Communication Association

Welcome:



View Paper Session Session

Much of the information on this page is clickable. For example, clicking on a person's name will display all of that person's participations in the program. Author names preceded by an asterisk * were designated as presenting authors during the submission process.

Affect and Message Processing



Sponsor:

Health Communication Division

Schedule Information:

Scheduled Time: Thu, Nov 16 - 12:30pm - 1:45pm **Building/Room:** Convention Center / Room 101 B

Title Displayed in Event Calendar: Affect and Message Processing

Session Participants:

Is there such a thing as “Sadness appeal?”: Examining the Effect of

*Jina Yoo (Univ of Missouri, St Louis), Yan Tian (Univ of Missouri, St Louis)

The Relationship between Receiver Apprehension Levels and a Protective or Defensive Response to Health Risk Concerns

*Thomas Gore (Kent State University)

Perceived Message Sensation Value (PMSV), Sensation Need and Risk Takers: Does the Message-recipient Framework Work to Target Audience?

*Jie Xu (University of Alabama)

The Effects of Fear-appeals in an anti-smoking advertisement

*Jeffrey Kotz (University of Connecticut), Mark Cistulli (University of Connecticut), Peter J Palumbo (University of Connecticut)

Chair: Steven Giles (Wake Forest University)

Respondent: Steven Giles (Wake Forest University) lp