

Name: _____

Date: _____

Emotive Appeals

E R O H Y F Y Y L K M A C E V C H E C C T / N M
T Y J F A G O V H O V S I N G J C L P M P C T M
Y N P F I S E I R V D E G V H U D M G I U L P V
J K A F J / F A D / / U O I / E R H E L U M U A
J F U V I U L C A H T L L R E C E L G T Y V Y T
/ G E T I I O U H C E A / O U I U G K I H N F F
I C P Y T I N A V O S V N N G T P S H K L L / L
H I Y Y Y C I S / I N Y O M C S L O H S R M L T
R P O P U D T F D U E L S E A U V S C N K C J I
L U M Y / C M R T D S I A N U J Y / R P V A V O
H O F / S I M / S M N M E T V F L A R N J C T N
T R T J D E V S E / O A R A F O M S I N O D E H
A G L T O G I / R E I F N L T E V M P J N N V C
I A T M I N / N E K H H H I M S I T O I R T A P
G O S E M A S Y T E S O C S S N A R Y F R E H V
L T U K U H A M N / A J F M P E / I U F H A V J
A Y H N O C F S I O F U C / A S A S M C S T E S
T T N V E F T D F S E C U R I T Y M O D E E R F
S L Y P H O C T L A U N V I L C V / / D D I O C
O A I / J R H R E C O M M O N S E N S E / V C E
N Y H T J A G / S V K Y C O M P A S S I O N V I
A O F J E E J O P K S S E N R I A F O V E T J G
P L M H G F L E V R E N T E K C O P P I H I V I
P L H J H C D I E K M E / E R D H V A T N Y D U

Loyalty to a group	Sense of justice	Hip-pocket nerve	Environmentalism
Fear of change	Self interest	Fashion sense	Family values
Reason/logic	Common sense	Patriotism	Compassion
Nostalgia	Security	Morality	Hedonism
Fairness	Freedom	Vanity	Fear