

Emotional appeals [1]

Type of Speech:

noun [2]

Definition:

The advertiser appeals to people's fears, joys, sense of nostalgia, etc.

Source URL:<https://www.ncpedia.org/glossary/emotional-appeals>

Links

[1] <https://www.ncpedia.org/glossary/emotional-appeals> [2] <https://www.ncpedia.org/category/parts-speech/noun>