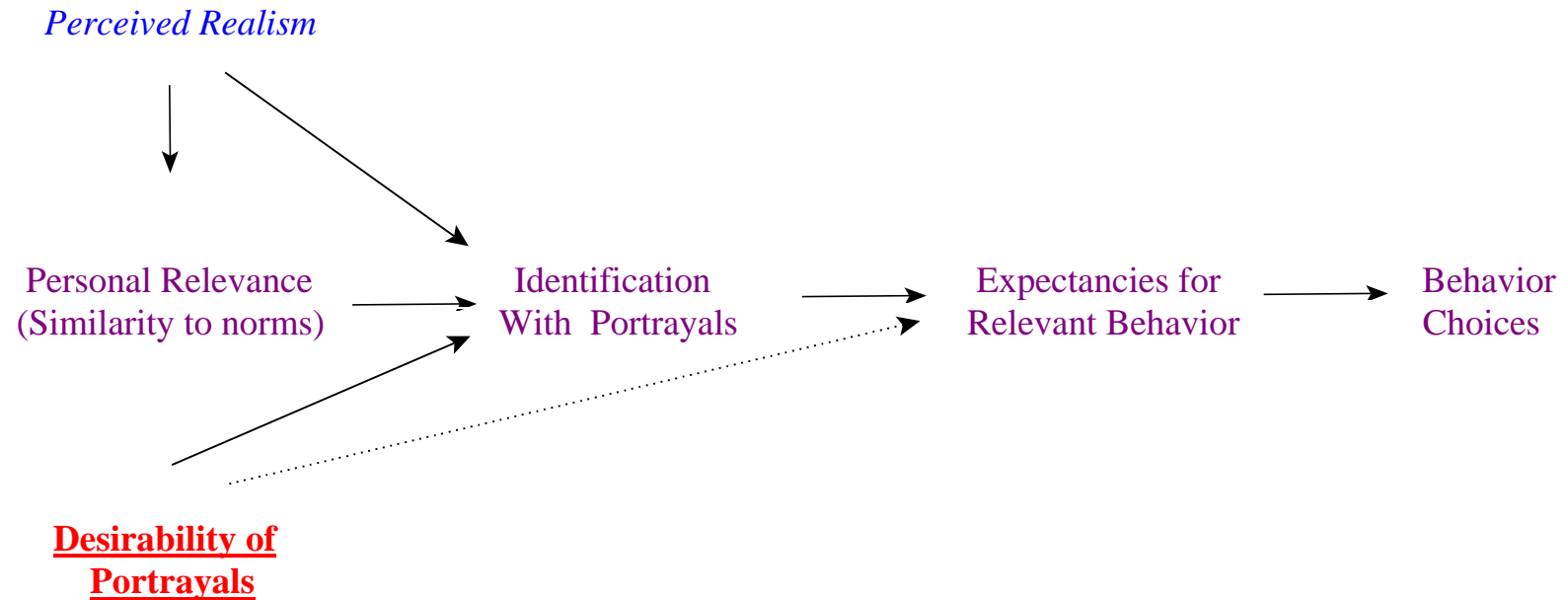


Basic Elements of the Message Interpretation Process Model



Decisions are *partially logical* and **partially emotional**
Emotion can bias logical processing