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| **Across****4.** Attitude c**5.** Attitude a**8.** simmons- at the end there needed to be a **10.** how the message is delivered**11.** central/ peripheral research **12.** influence 3 **16.** high cognitions, route **17.** influence 1**18.** Attitude b**19.** influence 2**20.** chaiken- high...**21.** Fear influence research  | **Down****1.** simmons- high control equals demand **2.** chiaken- no **3.** notice message**6.** Who the message is for **7.** understand message **9.** low cognitions, route **13.** Accept/reject message **14.** Elaboration-likelihood model **15.** Where the message comes from |