

Journal of Advertising >  
Volume 37, 2008 - Issue 3

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Original Article

# Affective Responses to Images In Print Advertising: Affect Integration in a Simultaneous Presentation Context

Rafi M.M.I. Chowdhury, G. Douglas Olsen &amp; John W. Pracejus

Pages 7-18 | Published online: 04 Mar 2013

Cite this article <https://doi.org/10.2753/JOA0091-3367370301>

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## Abstract

Print advertising frequently employs multiple images within a single advertisement, each of which is capable of generating an affective response. Little is known, however, about how these multiple ad components combine to impact overall emotional response to advertising. Evidence from three experiments suggests that when advertisement images are all positive or all negative, the most extreme image determines overall response. When an advertisement contains both positive and negative images, the overall response is determined by the valence of the most positive image. This implies that the overall response to an advertisement is determined by the valence of the most positive image and not by the average valence of all images. The results have implications for advertising research and practice.

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