

# Affect Technique

01 CURRENT STATE  
OF RESEARCH

In psychology,  
**Affect** is the **observable emotional expression** or **response** produced by a person's interaction with a **stimulus**.  
**Examples:** sadness, fear, joy, anger, tension, excitement, and anxiety.  
(Farlex Partner Medical Dictionary 2012)

**Affect technique** is the **intentionality of elements** used in the visual representation to communicate a certain message through a certain medium **for persuasion or reinforcement** of a certain emotion in the target audience  
(Joost & Scheuermann 2006, 9 & 10).