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A

**Insecurity**

A1

**Wirdness:**  
violate the  
structure of

- Communication in general — 1
- Specific to the media
  - Visual/objects — 2
  - Writting — 3
- Word — 4
- Message — 5

A2

**Chocking** events \_\_\_\_\_ 6

A3

**Fear** \_\_\_\_\_ 7

A4

**Ignorance/questions** \_\_\_\_\_ 8

B

**Self-esteem**

B1

**Flattering** \_\_\_\_\_ 9

B2

**Principles** (ethics, etc.) \_\_\_\_\_ 10

C

**Attractive**  
(play with  
emotions)

C1

**Beauty/attractive** \_\_\_\_\_ 11

C2

**Love** for children, romance, etc. \_\_\_\_\_ 12

C3

**Sublime** (icons, personalities, etc.) \_\_\_\_\_ 13

13