

**Across**

1. Coding that occurs when two different sensory traces are available to remember something.
9. Background in a message.

10. Cognitive process in which context or environment activates concepts and frames thoughts and therefore both value and meaning.

11. Amount of knowledge that a source is perceived to have about a subject.

13. Unintentional but recurrent memory of long-ago events that are spontaneously (not evoked by the environment) triggered.

15. Thoughts that contradict a message.

16. Level of a stimulus to which a consumer has become accustomed.

18. Storage of auditory information in sensory memory.

19. Cognitive representation of a phenomenon that provides meaning to that entity.

Down

1. Cognitive components that represent facts.

2. Process of grouping stimuli by meaning so that multiple stimuli can become one memory unit.

3. A phenomenon in which the meaning of something is influenced (perceived differently) by the information environment.

4. How honest and unbiased the source is perceived to be.

5. Memory for past events in one's life.

6. The way people cognitively assign meaning to (i.e., understand) things they encounter.

Down

7. Reconstruction of memory traces into a formed recollection of information.

8. Small piece of coded information that helps with the retrieval of knowledge.

12. Extent to which a consumer continues processing a message even after an initial understanding is achieved.

14. Process by which information is transferred back into workbench memory for additional processing when needed.