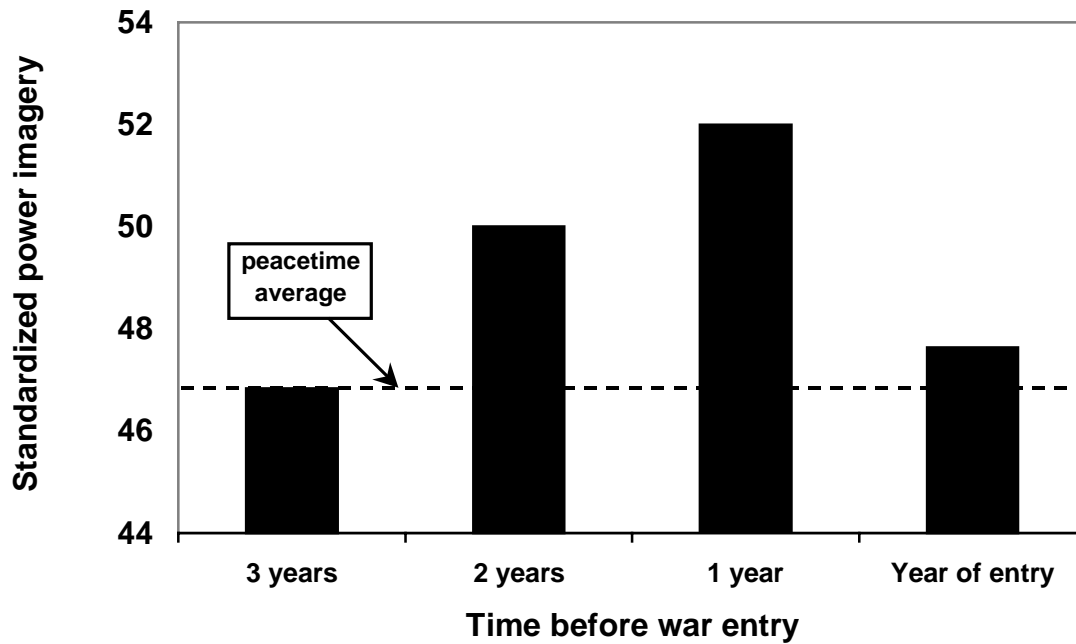


Power Imagery in British Sovereigns' Speeches, 1603-1988



Motive Imagery in Government-to-Government Communications, 1914 and 1962

Standardized Power – Standardized Affiliation Motive Imagery

Early in
crisis

Late in
crisis

July 1914 (Britain &
Germany combined)

-8.33

3.33

Cuban Missile Crisis
(US & USSR combined)

10.67

-10.50

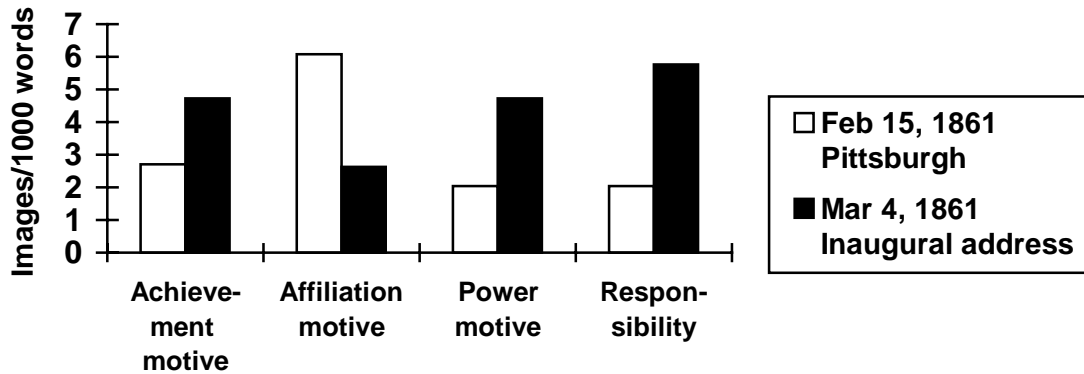
Nine paired crises: Overall Analysis of Variance, Main Effect of Crisis Outcome

Conflict Outcome main effect		
Variable	Direction	Significance
Power motivation	War crises > peace crises	$F= 18.11, p<.001$
Affiliation motivation	Peace crises > war crises	$F= 15.31, p<.001$
Power – Affiliation	War crises > peace crises	$F= 33.37, p<.001$
Achievement motivation	Peace crises > war crises	$F= 1.56, p=.21$
Responsibility	War crises > peace crises	$F= 16.05, p<.001$
Integrative complexity	Peace crises > war crises	$F= 3.19, p=.075$

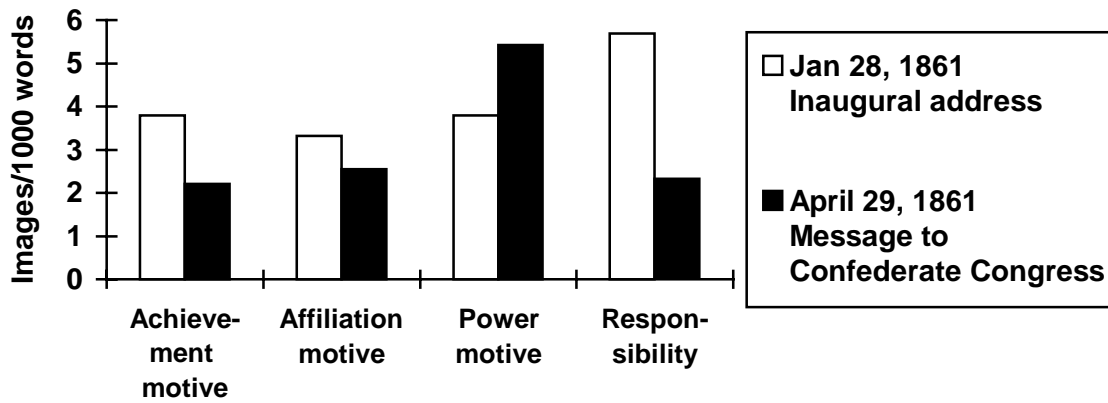
Nine paired crises: Results for Power-minus-Affiliation Motive Imagery

	“War” crisis mean	“Peace” crisis mean	Diff.	t- value	Signif.
Mexican War vs. Oregon Boundary	.278	-.639	.917	2.36	.025
Civil War vs. 1850 Compromise	.027	-.027	.054	.23	
WWI vs. 1909-1912	.279	-.698	.967	2.43	.018
Poland 1939 vs. Munich 1938	.230	-.225	.455	2.47	.016
US-Japan 1941 vs. 1939	-.188	.976	-1.164	1.91	.067
US in Vietnam vs. Indochina	.174	-.309	.483	1.63	.11
USSR in Hungary vs. Poland	.725	-1.482	2.207	6.95	<.001
Bay of Pigs vs. Cuban Missile Crisis	.390	-.228	.618	.94	
Iraq-Kuwait 1990 vs. 1961	.027	-.018	.045	.21	

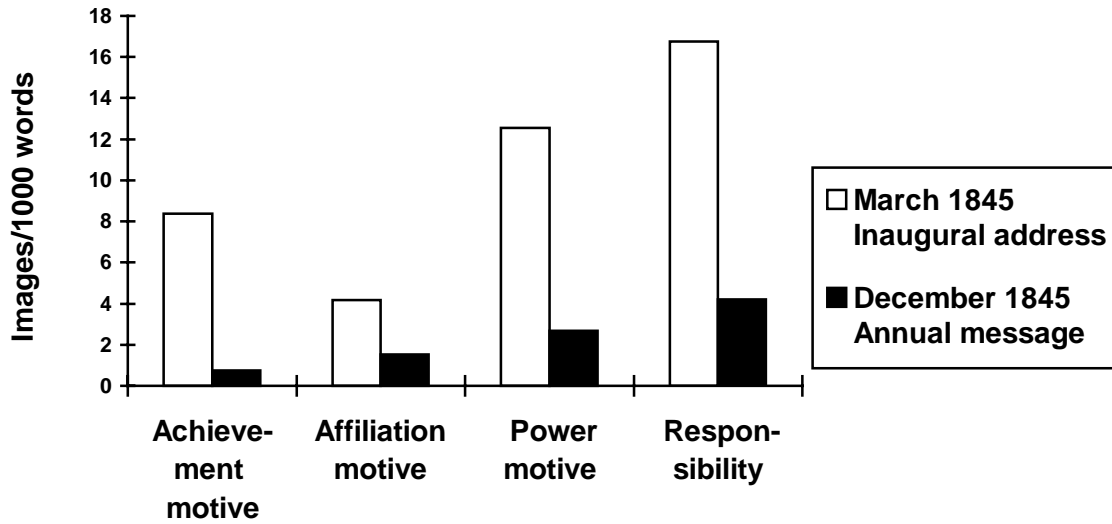
Lincoln at the Outbreak of the Civil War



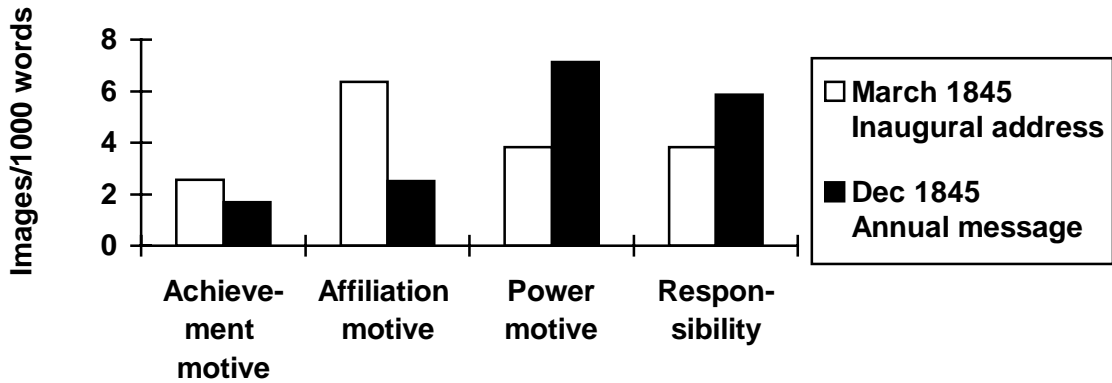
Davis at the Outbreak of the Civil War



Polk on Oregon, March to December 1845



Polk on Mexico, March to December 1845



Successive Drafts of Kennedy Communications During the Cuban Missile Crisis

