

Chapter 6: Source Factors

Charisma

- The chemistry between a speaker and the audience
- A product of a particular set of circumstances, psychological needs and social conditions
- Involves the persuader's ability to command an audience

Understanding

- The audience must have some understanding of the communicator
- There are three fundamental communicator characteristics
 - Authority
 - Credibility
 - Context

Authority

- People go along with authority figures hoping to obtain rewards or avoid punishment
- These people persuade others to give compliance
 - Explanation must lie in the power situations can exert on human behavior

Credibility

- Credibility is defined as the attitude toward a source of communication held at a given time by a receiver
- Credibility has more than one dimension/ more than a single layer
- The most important characteristics are:
 - Expertise
 - Trustworthiness
 - Goodwill

Context

- Different facets of credibility will be important in different social situations
- Consider audience size, communicator role, cultural dynamics

Knowledge Bias

- A knowledge bias is the presumption that a communicator has a biased view of an issue
- Communicators who are perceived to harbor knowledge biases lack credibility and do not change attitudes
- If a person did not speak on behalf of their social norm they have defied the norm
- When communicators are perceived to violate that knowledge bias, they gain credibility

Reporting Bias

- Taking a position merely to make a point
- Assumption that speech reflects a situational pressure to say the socially correct thing

- The perception that the communicator has opted not to report or disclose certain facts or points of view

Social Attractiveness

- Likeability
- Similarity
 - Helps a speaker connect to an audience
 - Audiences will listen to people who they think are like them.
- Physical Attractiveness
 - Attractiveness does change attitudes
 - People are more likely to pay attention to attractive people
 - Attractiveness becomes associated with the message
 - People like and identify with attractive communicators