

## Chapter 1 – Foundations

- Persuasion definition: the study of attitudes and how to change them
- The Five Components of Persuasion: is a symbolic process, involves a conscious attempt to influence, people persuade themselves, involves the transmission of a message, requires free choice
- Persuasion vs. Coercion: coercion: delivers a threat of some consequence, attempts to induce indiv to act contrary to her preferences, deprives some freedom or autonomy whereas persuasion: free choice, indiv capable of resisting, willing persuades themselves to change mind
- Persuasive Communication Effects
  - Shaping: trying to associate things with celebrities or sex, etc to shape attitudes (Nike, Cigarettes)
  - Reinforcing: reinforcing a position people already hold, “join em”
  - Changing: trying to change attitudes, occurs often but definitely not overnight
- Historical Overview of Persuasion
  - Plato’s beliefs: offended by persuasive, only believed in the truth. Did not think ordinary persuasion lived up to ideal rhetoric
  - Sophist’s beliefs: teachers of rhetoric- the art of public persuasion
  - Aristotle’s Ethos, Pathos, and Logos: Ethos- nature of the communicator, Pathos- emotional state of audience, Logos- message arguments
- Five ways contemporary persuasion differs from the past: number of persuasive communications has grown exponentially, persuasive messages travel faster now, has become institutionalized, persuasive comm is more complex and impersonal & more subtle and devious

## Chapter 2 – Attitudes: Definition and Structure

- Attitude definition: learned, global evaluation of an object (person, place, or issue) that influences thought and action
- Concepts and characteristics of an attitude: concepts: is a psychological construct, are never directly observed; characteristics: attitudes vary as a function of religion, social upbringing, and cultural landscape, people tend to cluster with those who share their attitudes, people don’t have attitudes until they first encounter the attitude object and respond
- Ambivalence: occurs when we feel both positively or negatively about a person or issue
- Attitudes vs. Values vs. Beliefs: all are learned. Values are more abstract than attitudes while beliefs are frequently confused with facts.
- Structure of Attitudes
  - Expectancy Value Approach: attitudes have two approaches- cognition and affect. Attitude is a combination of strength of beliefs that an object has certain attributes and evaluations of these attributes
  - The Symbolic Approach: attitudes are characterized by emotional reactions, sweeping sentiments, and powerful prejudices. These symbolic predispositions lie at the core of people’s attitudes toward social issues

- The Ideological Approach: some people's attitudes are guided by broad ideological principles, assumes people operate on the basis of one set of ideological beliefs
- Balance Theory: individuals dislike inconsistency among cognitive elements and are motivated to reconfigure things mentally to achieve a harmonious state of mind
- Social Judgment Theory
  - Latitudes (acceptance/rejection/non-commitment): attitudes consist of a continuum of evaluations. Acceptance: consists of all the positions on an issue that an individual finds acceptable, including most acceptable position. Rejection: positions that the individual finds objectionable. Non-commitment: those positions on which the individual has preferred to remain noncommittal.
- Attitude accessibility: calls on a cognitive model of associate networks to explain attitude strength. The stronger the associations links are among different components of the attitude the stronger the attitude
- Implicit attitudes: evaluations that have an unknown bc people are unaware of the basis of their evaluation, activated automatically, uncontrollable responses because they are unaware of them

## Chapter 3 – Attitudes: Functions and Consequences

- Functional Theory of Attitudes (attitude functions)
  - Knowledge: how we make sense of the world (ex: religion)
  - Utilitarian: get rewards/avoid punishments
  - Social adjustive: what we do to be accepted
  - Social identity: communicate who you are and what you aspire to be
  - Value-expressive: expressing core values and beliefs
  - Ego-defensive: unconscious anticipation of unpleasant emotions
- Situational factors
  - Norms and roles: norm: an individual's belief about the appropriate behavior in a situation and roles: parts we perform in everyday life, socially prescribed functions; they influence the attitude-behavior relationship
- Characteristics of a person
  - Self-monitoring: the degree to which individuals are concerned with displaying appropriate behavior in social situations
- Attitude Models – Behavior Relations (know the illustration(s) too)
  - Theory of Reasoned Action: **attitude toward behavior**- behavior beliefs: beliefs about the consequences of the behavior plus evaluations of the consequences. **Subjective norm**- normative beliefs: person's beliefs that specific individuals or groups think he should or should not perform the behavior plus motivation to comply with these significant others. **Behavioral intention**- plan to put behavior into effect. Behavior itself- action in a particular situation
  - Theory of Planned Behavior: Ajzen says behavioral intention is determined by attitude, subjective norm, and perceived behavioral control: Individual's perception of how much control he or she has over the behavior.

- **Accessibility Theory:** attitudes will predict behavior if they can be activated from memory at the time of a decision

## Chapter 5 – Processing Persuasive Communications

- The Yale model of persuasion (know the illustration too): to be persuaded, individuals had to attend to comprehend, learn, accept, and retain the message. The more people learn and comprehend message arguments, the more likely they are to accept and advocated positions
- Forewarning: occurs when a persuader warns people that they will soon be exposed to a persuasive communication
- Elaboration Likelihood Model of Persuasion
  - **Central vs. Peripheral Processing:** **central** route is characterized by considerable cognitive elaboration, carefully evaluate message arguments, ponder communicators idea, relate info to own values; **peripheral** route examines message quickly or focus on simple cues to decide whether to accept the position advocated in message
  - **Motivation & Ability to Process:** which route to choose depends on motivation- how much the receiver wants to elaborate on the message and ability- how capable the receiver is to elaborate on the persuasive message

## Chapter 6 – Source Factors in Persuasion

- **Charisma:** the chemistry between a speaker and audience, ability to command an audience, product of a particular set of circumstances, psychological needs and social conditions
- **Authority**
  - **The Milgram Experiment:** authority! Normal people can do horrendous things when following authority. Punishment when learning. Voltage shocks
- **Credibility**
  - **Expertise:** the knowledge or ability ascribed to the communicator.
  - **Trustworthiness:** communicator's perceived honesty, character, and safety
  - **Goodwill:** perceived caring
  - **Complicating factors of credibility:** the role of context- different facets of credibility will be important in different social situations
    - **Audience size:** gaining credibility in a large setting requires communicator to be dynamic and extroverted. In a small setting, a more empathetic and caring style might be more credible.
    - **Communicator role:** functions the communicator performs for the individual. Know the role and act accordingly (whether to use expertise, goodwill, etc).
    - **Culture:** national and political culture can play an important role in credibility judgments