

PERSUASION

Reading. Franzoi, Chapter 7

Terms You Should Know.

Persuasion
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Elaboration Likelihood Model
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Central Route Processing
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Peripheral Route
Processing
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Yale Communication
Model
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Source Variables

Speaker credibility
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Sleeper Effect
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Inoculation Effect
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Forewarning
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Need for cognition
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3. How and when do each of these message variables influence our ability to persuade others?
 - a. Vividness
 - b. Fear
 - c. Humor
 - d. Reason and Emotion
 - e. One-sided vs two-sided arguments.
 - f. Speaking first vs. Speaking last.
 - g. Repetition
4. What channel characteristics affect persuasion?
5. What audience characteristics affect persuasion?

