PERSUASION

Reading. Franzoi, Chapter 7

Terms You Should Know.

Persuasion

Elaboration Likelihood Model

Central Route Processing

Peripheral Route Processing

Yale Communication Model

Source Variables

Speaker credibility

Sleeper Effect

Inoculation Effect

Forewarning

Need for cognition
Cult ..............................................

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Low Balling ..............................................

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Foot in the door ..............................................

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Concepts you should master.

1. What are the four factors studied in the Yale Communication studies?

2. How do each of the following sender characteristics influence our ability to persuade others?

   a. Likability

   b. Similarity

   c. Attractiveness

   d. Credibility

   e. Expertise

   f. Trustworthiness
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?
6. What techniques lead to resistance to persuasion?

7. What role does the self play in persuasion?

8. What techniques are used to influence cult membership?