

Guided Reading Activity 20-3

Persuasion

For use with textbook pages 590-596

Directions: Recalling the Facts Use the information in your textbook to answer the questions.

- What are some common ways people engage in persuasion?
 - 1. Buy things (Telemarketers)
 - 2. Parental conformity
 - 3. Children nagging (Escape conditioning)
- Name the four parts of the communication process.
 - 1. Source of message (Respectable?)
 - 2. Message (Organized?)
 - 3. Channel of message delivery (Where/when/how)
 - 4. Audience (Know them?)
- How critical is the source, or originator, of the message in the acceptance or rejection of it?

If person receiving message dislikes message source, person receiving will reject.
- What is the boomerang effect?

Those who receive the message dislike those delivering it and respond by taking opposite point of view.

(Pushy sales people = true value)
- In delivering a message, what is the difference between the central route for persuasion and the peripheral route?
 - 1. Central = presenting strong arguments and facts (Drivers Ed Videos)
 - 2. Peripheral = emotional appeals (Pop rallies)
- Why do those delivering messages want to arouse emotion?

more likely to change attitudes if afraid, angry, or pleased
- Which is more effective in reaching an audience, messages in the media or personal contact?

Personal contact (by far)
- Name two strategies which attempt to involve the audience in the decision.
 - 1. Foot-in-the-door technique - Minor request followed by demanding request
 - 2. Door-in-the-face technique - Major request followed by minor request
- Explain what happens in the sleeper effect.

Source forgotten and message remembered may lead to a delayed change
- What attitudes are most vulnerable?

Those we have never had to defend
- How can people be educated to resist persuasion?

- By making repeated mild attacks upon their beliefs (Inoculation Effect)
- Name several techniques used in brainwashing.
 - 1. Threats
 - 2. Peer pressure
 - 3. Systematic rewards
 - 4. Isolation
 - 5. Intensive interrogation
 - 6. Exhaustion

Teach "good" vs "bad"

Athlete Commercials
Sinead O'Connor
O.J. Simpson

T.V. more effective than print

Neighbors
Contrasts

Where do they come from?

Prison

Is this done at school?

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