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Ask the publishers to restore access to 500,000+ books. In relation to the field of psychology, persuasion can be defined as the specific act or process of convincing people to change their visions or ideas regarding the viewpoint proposed by the partner in communication (Kumkale & Albarracn, 2004). Furthermore, those persons who try to persuade the other people are inclined to make the opponents believe and share definite visions. From this point, persuasion is the complex process during which persons intend to manipulate the arguments which can be discussed by the opponents as rather credible or persuasive (Kumkale & Albarracn, 2004). Get a custom essay on Psychological Definition of Persuasion In this case, persuasion is the complex act because people are oriented to using not only logic while developing their arguments but also emotional component in order to make the speech more convincing and appealing (Powers, 2007). The process of persuasion can be also based on the use of different tools and symbols such as the verbal techniques or visual signs in order to achieve the goal of persuasion. Focusing on all the above-mentioned details, it is necessary to pay attention to the extended definition of persuasion as the complex process or act during which a person intends to convince the other man to change the vision, share the idea, or do the specific act discussed as desirable by the person who persuades; while persuading, a person orients not only to presenting the logical arguments in the form of verbal or visual symbols but also to the emotional content in order to appeal to the opponents internal motives which can make him or her change the opinion regarding the definite situation or phenomenon. From this point, persuasion can also be discussed as a kind of the psychological impact on the person in order to change his or her attitudes, opinions, or behaviours (Shavitt & Brock, 2005). That is why, persuasion is the effective tool used in marketing and advertising to regulate the customers behaviour. Furthermore, persuasion in the form of messages, speeches or advertisements is also important for controlling the development of social opinions because it is the effective subtle technique (Powers, 2007). To formulate the final variant of the definition, a lot of details determining the process of persuasion were analyzed and combined in order to provide the detailed and complete definition to reflect all the sides of such a complex psychological phenomenon. Thus, the focus on the necessity to convince people to change the attitudes and behaviours depends significantly on the methods used by the person. As a result, the next step to define the concept is to pay attention to the tools or techniques used by people to persuade. To draw the effective conclusions, it is important to concentrate on the logical and emotional components of the arguments used and on the verbal or visual techniques. Today, it is possible to refer to many factors which can influence the fact of being persuaded. These factors are the presentation of the effective and well-supported arguments and the references to the experts' visions and opinions as well as to the factual evidences. Moreover, the peripheral information can also affect the process of persuading if it is rather emotional and attractive. Furthermore, the atmosphere of communication and the specific words chosen by the person to persuade the opponent are significant to affect the final decision. References: Kumkale, G., & Albarracn, D. (2004). The Sleeper Effect in persuasion: A meta-analytic review. *Psychological Bulletin*, 130(1), 143-172. 1 hour! The minimum time our certified writers need to deliver a 100% original paper Powers, P. (2007). Persuasion and coercion: A critical review of philosophical and empirical approaches. *HEC Forum*, 19(2), 125-143. Shavitt, S., & Brock, T. (2005). Persuasion: psychological insights and perspectives. USA: Allyn and Bacon. Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. Share: Like If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. 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In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. Along the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features an expanded treatment of digital and social media, up-to-date research on theory and practice, and enhanced discussions of topics such as political campaigning, emotional marketing, olfactory influence, and ethics. Instructors can also use the books downloadable test bank, instructors manual, and PowerPoint slides in preparing course material. 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Instructors can also use the books downloadable test bank, instructors manual, and PowerPoint slides in preparing course material. The Central Route to Persuasion involves deeply processing the content of a message, focusing on its logic and the quality of its arguments. It requires greater cognitive effort and results in more durable attitude change when the message is compelling. Persuasion is the term used to describe the many types of influences that are available when trying to influence an individual or a group of people. As humans, we do not have the capacity to process all the information that we are bombarded with through our senses. Only the relevant events grab our attention, while irrelevant ones are either neglected or processed with less effort. Thus, when trying to persuade others, different routes of persuasion can be used to increase the likelihood of attitude change. The Elaboration Likelihood Model of Persuasion's popular model of persuasion is called the Elaboration Likelihood Model of persuasion, developed by Petty and Cacioppo (1986). This model considers the variables of the attitude change approach and describes that there is a central route to persuasion. Earlier models of persuasion assumed that humans processed information like computers which is criticized as being too simplistic. The Elaboration Likelihood Model is more descriptive in that it considers what makes a message strong and how motivated people are to be influenced. The central route is used when information is processed by the audience in a thorough way. The researchers propose that the central route gets activated when there is a motivation to understand the information, and there is the ability to process this information. The central route to persuasion is thought to be a direct route that focuses on the quality of the information presented to the audience. Petty and Cacioppo explained that for the central route to be effective in changing attitudes, thoughts, and behaviors, the argument or message must be strong and, if successful, will result in lasting attitude change. What are the two routes of persuasion? The Elaboration Likelihood Model of persuasion considers the variables of the attitude change approach. These are: the features of the source of the persuasive message, the contents of the message, and the characteristics of the audience. These will all determine whether attitude change will occur. According to the Elaboration Likelihood model, there are two main routes that play a role in delivering a persuasive message: the central and peripheral routes. Central route: The central route to persuasion is a logic-driven approach, using data and facts to convince people of an argument or products worthiness. Persuasion that uses this approach assumes that the target audience is motivated and analytical when presented with the message. The central route requires the audience to put effort into processing what is being presented to them and evaluate the message. A persuasion of this route may use statistics as evidence to persuade the audience to understand that their product is trustworthy. The audience is active in this route and is likely to believe what they are being shown or told. Because of the techniques used in the central route, the persuasion results in a lasting change in attitude. Peripheral route: The peripheral route to persuasion is an indirect route that uses peripheral cues to associate positivity with the message. Instead of focusing on the facts and a products quality, the peripheral route relies on association with positive characteristics such as positive emotions. For instance, the peripheral route may use attractive speakers or celebrities to endorse a product. This route does not require much effort or information processing of the target audience. Rather, the audience is usually passive, unmotivated, and not analytical. Sometimes this route may not even be noticed by the target audience, such as the strategy of product placement. Although the peripheral route promotes positivity towards the message or product, attitude and behavioral change are often temporary, so there are not usually long-lasting effects when using this type of persuasion. In a persuasive message that uses the central route to persuasion, there are four key features: Persuasive communication: The message given is one-sided and shows the benefits of what is being presented. Persuasion is more likely to occur if the arguments are compelling. Motivation to process: The audience is not passive; rather, they are willing to actively change their attitudes and behavior according to the content of the message. This is more likely to happen when a message is directly related to the person involved. Ability to process: Individuals who are not paying attention or are distracted are not likely to be influenced by a persuasive argument. An audience is likely to be influenced by the central route to persuasion if they are actively paying attention. Nature of arguments: In a persuasive central route argument, there needs to be a strong and convincing message that can have the potential to change someone's behavior and attitudes. Attitudes that are persuaded by the central route are likely to have long-lasting effects and are less resistant to change. Examples of central route persuasion: If you want to purchase a new car but you are not an expert on the types and models, the central route to persuasion can be used to influence what car you want to buy. If you see a persuasive argument, such as a commercial that includes information about the features of the car, presented in a way that makes the car seem as if it is the best or most reliable, you may be more likely to be interested in making a purchase. In comparison, the peripheral route may try to persuade an audience by showing how attractive the car looks. If someone wants to sell a new video game, the central route to persuasion can be used to persuade people who are already interested in video games, especially if the game being pitched is a genre of the game an individual is interested in. They may be more likely to be interested in learning about the content of the game as well as how it compares to other games, through the central route. In comparison, someone who is not into video games may only be convinced by how impressive the game looks (peripheral route). What are the benefits of the central route to persuasion? The biggest benefit to using the central route to persuasion is the long-lasting effect that can come with it. Someone influenced by the central route is likely to have a lasting change in their attitude. This attitude change has what is known as high temporal persistence, meaning it is likely to stay effective over time. It is generally understood that attitudes remain relatively stable, so when someone is persuaded through the central route, they may be less influenced by any counterarguments. The central route to persuasion often relies on reasoning and information processing by the consumers. A persuasive message can be designed using some of the key tools for the central route, such as using facts, logical arguments, statistics, and empirical results. Often, a persuasive argument can aim to teach the audience about something using facts and statistics. For instance, a persuasive argument for a drink may display the products calories directly compared to a similar drink with a higher calorie count. The audience can then visibly see the facts in front of them and conclude that one product must be better than the other. Empirical research can be carried out to some products and health promotions for sustained behavioral change. Wagner, B. C., & Petty, R. E. (2011). The elaboration likelihood model of persuasion: Thoughtful and not thoughtful social influence. Saul McLeod, PhD BSc (Hons) Psychology, MRes, PhD, University of Manchester Editor-in-Chief for Simply Psychology Saul McLeod, PhD, is a qualified psychology teacher with over 18 years of experience in further and higher education. He has been published in peer-reviewed journals, including the *Journal of Clinical Psychology*, *Olivia Guy-Evans, MSc Associate Editor for Simply Psychology BSc (Hons) Psychology, MSc Psychology of Education Olivia Guy-Evans is a writer and associate editor for Simply Psychology. She has previously worked in healthcare and educational sectors. Add and describe your task. We'll connect you to an academic expert within 10 minutes. You get help with your assignment in 1-2 hours Get help with your assignment in 1 hour Learn More Check out our study materials designed in a fun and entertaining way! \$1,500 Essay Video Scholarship For creative high school, college, or university students who want to be heard. \$1,500 Essay Writing Scholarship For talented school, college, or uni students who demonstrate mastery of essay writing. Each \$100 that we earn finances the planting of one tree Image not available for color: To view this video download Flash Player The art of persuasion has been studied for countless years by people all over the world with the intention of using it in both positive and negative ways. In fact, chances are excellent that you have purchased items, supported causes, voted for politicians, and more because you had fallen prey to someone else's mastery of persuasion. However, by learning about this topic, you can help protect yourself against manipulation as well as learn important tools that can help you in your business and professional life. In talking about persuasion, it is important to understand what, exactly, persuasion includes. In its simplest terms, persuasion is the influence on someone's beliefs, intentions, behaviors, attitudes, motivations, and more. Words that have similar meanings and may be related to persuasion can include manipulation, propaganda, advertisement, marketing, and so on. Persuasion is usually considered an inherent aspect of human nature, particularly as it can be seen in the activities of even small children. Persuasion is an extremely important aspect of the political process, sales and business, interpersonal relationships, social structures such as organized religions, military, and more. While most persuasion is built on aspects of psychology, sociology, and (above all) social psychology, there is also a neurobiological side to persuasion. Our individual likelihood of being susceptible to persuasion can depend very largely on our existing social networks, the way that we were raised, and our participation in social groups. There are countless methods of persuasion and numerous ethical considerations when determining the correct time, place, purpose, and style for persuasion. Ethics is a branch of philosophy that evaluates and systematically ranks the concepts of right and wrong. Similar to the idea of morals, ethics help determine how an individual or group should act. Although there are several different aspects of the study of ethics, all are committed to determining whether a particular action may be considered right or wrong and under what circumstances the final decision may change. Ethical considerations must be made in virtually every decision of life from what you teach your children to believe to how you do your job. In fact, colleges and universities throughout the world teach ethics relating to virtually every field of study or profession simply because ethical questions are so pervasive throughout our lives. It is easy to understand, therefore, the reason that ethics are so important to the topic of persuasion. Persuasion can range from something as simple as reminding your child that they can have dessert if they finish their dinner, all the way to a cult leader convincing someone to kill themselves or another. Some people are naturally gifted in persuasion while others seem to lack totally any ability to manipulate another person. Although the importance of honesty can never be overstated and is indeed a value that virtually everyone would agree is important, persuasion does not have to be unethical or immoral; in fact, using persuasive techniques is often amoral or can even be positive and helpful. Persuasion that uses this approach assumes that the target audience is motivated and analytical when presented with the message. The central route requires the audience to put effort into processing what is being presented to them and evaluate the message. A persuasion of this route may use statistics as evidence to persuade the audience to question the ethics of what you do. After all, while everyone is responsible for their own actions, so many people would not study and use persuasive tactics if they did not have a strong likelihood of influencing someone's beliefs, behaviors, and decisions. Political Persuasion The political arena is one of the most obvious places to see the use of persuasive techniques. In the political process, there's a lot of persuasion going on and it does not all work from the politician to the public. In fact, politics related persuasion could occur from politicians to the public, from the public to politicians, from special interest groups to the public or politicians, from politicians or the public to special interest groups, within different agencies of the government, between political parties, the public, politicians, and so on. When people use the phrase "everything is political," what they are actually meaning to say is that the elements of persuasion and power are inherent in every aspect of life. Campaign Persuasion The type of political persuasion people are most familiar with is campaign persuasion. Although we typically think of a campaign occurring within the several months leading up to an election, politicians are actually campaigning all 365 days of every year right up until retirement from politics or death. Although their campaign is operating on a smaller scale during some time (such as when they have just been elected), elected officials are constantly communicating with the public with the goal of being reelected (although they may have other goals as well). If you imagine the last presidential election that you can remember, you will likely recall seeing numerous television commercials as well as hearing ads on the radio and seeing them in newspapers and online. Depending on your geographic area, elections for local government, state government, the U.S. House of Representatives, and the Senate may have just as many commercials and similar persuasive entities. However, advertisements and commercials are not the only form of persuasion used in campaigning. From the White House Press Secretary down to your local newspaper's Editor-in-Chief, politicians work to develop a network of supporters and endorsers, along with hiring individuals and marketing firms, all with the goal of convincing the general public that they are doing an excellent job as their elected official. In fact, people on different sides of politics often make allegations regarding a "media bias" in general or of specific entities (for example, MSNBC is often accused as having a liberal bias, while Fox News is accused of having a conservative bias). Either way, it is relatively common knowledge that there are many individuals, businesses, and news outlets that have biases when it comes to politics, and they use that bias to persuade the general public to believe in or to support a particular political party, politician, or simply one side of an issue. Politicians also participate in community events and fulfill certain non-political roles that are also used to persuade you that they are a good person, that they share the same values you have, and that you should vote for them. Executive and Legislative Persuasion While the vast majority of things a politician does, even outside of an election cycle, are designed to get the public to vote for them in the next election, there are some times when politicians will use persuasive tactics for other purposes. Primarily, when politicians work to persuade the public even when they are unconcerned with reelection, it is to secure your vote or support for a particular issue or political party. Even a second-term president receives pressure from their political party to make certain decisions or promote certain beliefs so that special interest groups, the general public, and other entities with power will still support that political party. Moreover, some politicians are also truly committed to certain causes and what they believe is best for the country and they will continue to use persuasive tactics on those that they can influence, even outside of their own career. Special Interest Groups Special interest groups are organizations or groups that are created and maintained for specific purposes or causes that may have a role in the political process. Many of these special interest groups are nonprofit organizations that work to persuade the public and politicians to support their issue(s). Typically, a special interest group is formed when a certain member or members of the citizenry are committed to a specific cause such as Second Amendment rights or fossil fuel concerns. These groups then raise money and awareness for their cause as well as leveraging any political power to further the advancement of their agenda. The most powerful special interest groups typically have a very large budget and are able to use mass media (such as TV and Internet ads) to influence the public who, in turn, are urged to influence their politicians. These special interest groups also directly influence politicians, particularly those that are members of the legislative branch. Persuasion within the Government Although members of the general public typically think of political persuasion as being between politicians, special interest groups, and the public, it is also important to understand that within the government there is much persuasion being used. Using the example of the federal government, the executive branch (consisting of the President and his administration) and the legislative branch (consisting of the U.S. House of Representatives and Senate) are continuously working to convince each other to pursue certain agendas, vote for or against certain bills, and so forth. Typically speaking, the most commonly used persuasive methods in this relationship include threats, promises of reciprocity, and similar actions. In fact, every politician you can think of is almost constantly considering how to persuade you, their fellow politicians, and special interest groups all at the same time. How You Can Use Persuasion in Politics It is extremely important not to forget that you, as a member of the general public, also have some power to persuade political entities yourself. The most obvious of your political persuasion tactics is your vote or, more accurately, the threat of how you will use your vote. If you find yourself disagreeing with a politician regarding a decision they make or their stance on a subject, you have the ability to let them know using any of a variety of techniques, such as a phone call, letter, or e-mail. If you have never contacted one of your political representatives, you may be surprised to discover that they will likely read your message and may respond to your issues and concerns. The higher up the food chain (so to speak) that you go, the harder it may be to get a direct response from a politician, but you are still likely to receive a message from someone on his or her staff. Although you may not feel that your individual voice makes a difference, since politicians are elected, a strong enough response to one of their decisions can make a tremendous difference. You can also use your money, your power, and your influence as other tools of persuasion in the political arena. In fact, if you own a business, have a position of power within your religion or community, or participate in a special interest group, you can wield significant power in persuading politicians and others to support your causes and your preferred candidate. There is nowhere that persuasion can play a more important role than in politics, particularly if you are in a republic or democracy (with the possible exception of sales and marketing). Your vote is extremely important as is any influence that you may have over others and their votes. Politics involves high persuasion at every level (local, state, and federal) and an arsenal of persuasive tactics and tools including money, power, influence, media, and more. Never make the mistake of undervaluing the power that you have on the political process nor the quality of persuasion that may be used against you. The seventh edition of this field-leading textbook provides an accessible and rigorous presentation of major theories of persuasion and their applications to a variety of real-world contexts. In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. Along the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features an expanded treatment of digital and social media, up-to-date research on theory and practice; and new and expanded discussions of topics such as online influencers, disinformation and "fake news," deepfakes, message framing, normative influence, stigmatized language, and inoculation theory. This is the ideal textbook for courses on persuasion in communication, psychology, advertising, and marketing programs. Instructors can also use the books downloadable test bank, instructors manual, and PowerPoint slides in preparing course material.*

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