

# Persuasion

**The Art & The Science**

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# Persuasion



# What does persuasion mean to you?

- Can you think of times when the media or attractive communicator changed your mind about something?



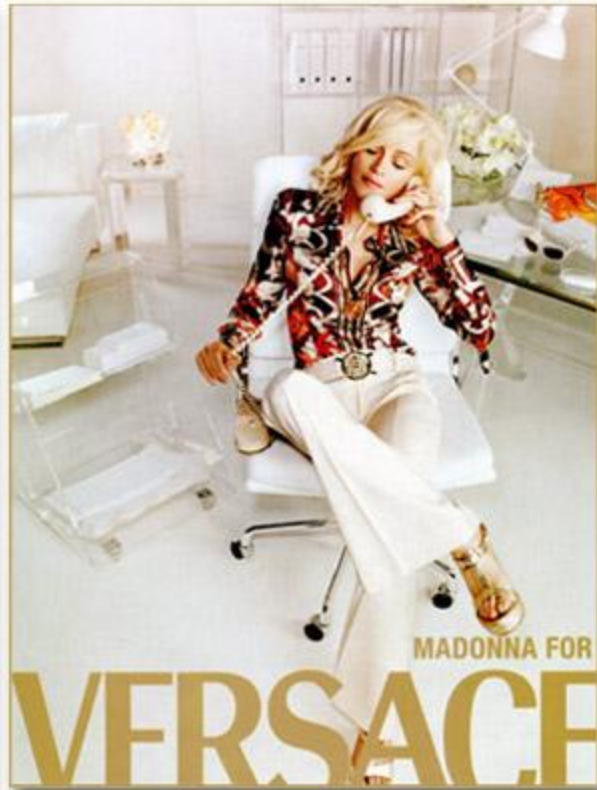


Size  
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# What is persuasion?

## PERSUASION vs. COERCION



# Persuasion

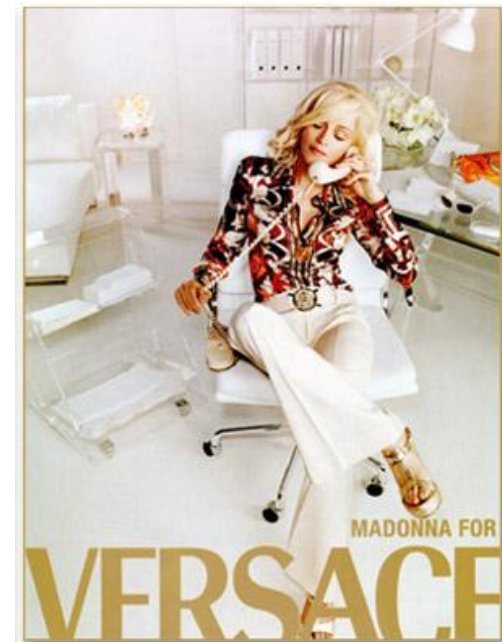
- ***Persuasion:*** a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through transmission of a message, in an atmosphere of free choice.

(Perloff, 2008)



# Persuasion definition summary

- Persuasion is a symbolic process
- Persuasion involves an attempt to influence
- People persuade themselves
- Persuasion involves the transmission of a message
- Persuasion requires free choice



# Coercion

- ***Coercion***: a technique for forcing people to act as the coercer wants them to act, and presumably contrary to their own preferences. It typically employs a threat of some horrible consequence if the person does not do what the coercer demands.

(Perloff, 2008)





# Persuasion vs. Coercion

## Persuasion:

- Advertising
- Loved one's antidrug appeal
- Health public service messages
- Political campaigns
- Sales and telemarketing
- Friend's attempt to influence another's opinion of something

## Coercion:

- Threatening messages
- Employer's directives
- Interrogation
- Ban of smoking
- Enforcement of seat belt laws
- Communication in dangerously abusive relationship

- Coercion and persuasion are not polar opposites. They are better viewed as lying along a continuum of social influence. They are overlapping concepts.

persuasion

Nature of psychological threat  
Ability to do otherwise  
Perception of free choice

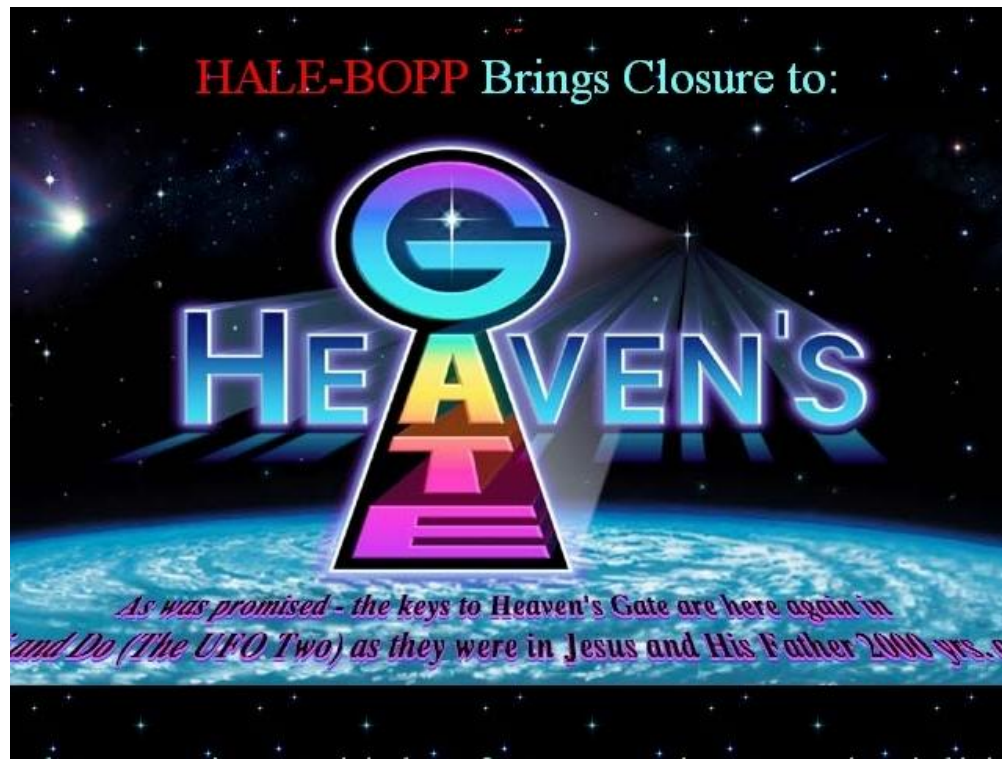
coercion

# Persuasion – Coercion Continuum

persuasion

Nature of psychological threat  
Ability to do otherwise  
Perception of free choice

coercion



# Persuasion

- ***Persuasion:*** a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through transmission of a message, in an atmosphere of free choice.

(Perloff, 2008)

# Persuasive communication effects

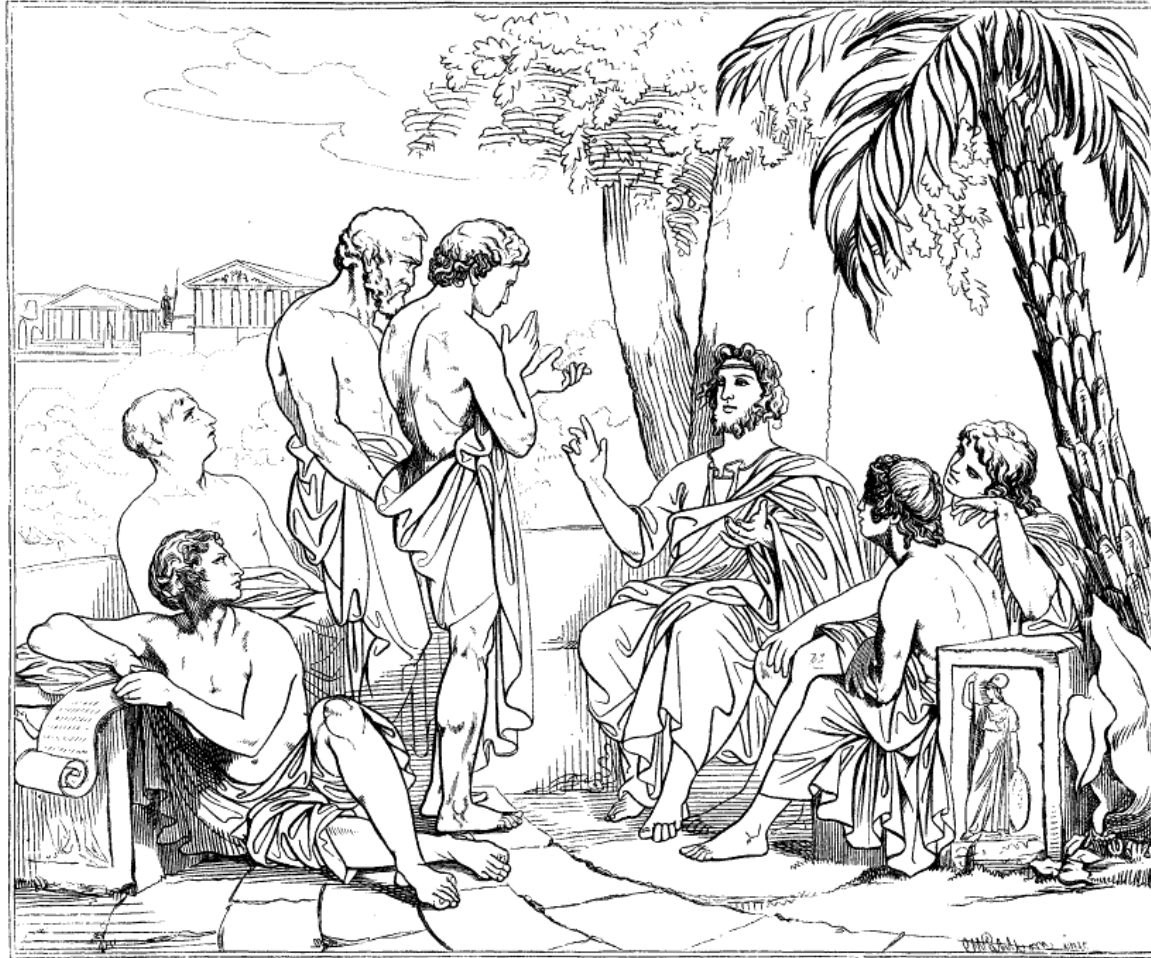
- Attitude **SHAPING**
  - stimulating favorable impressions
    - Unknown political candidates; new brand; new company; first date, etc.
- Attitude **REINFORCING**
  - making impressions more salient
    - Political campaigns; reinforcing the image of the brand, etc.
- Attitude **CHANGING**
  - Change of “direction”
    - Antismoking campaign, African-American Civil Rights Movement, etc.

# Historical perspective

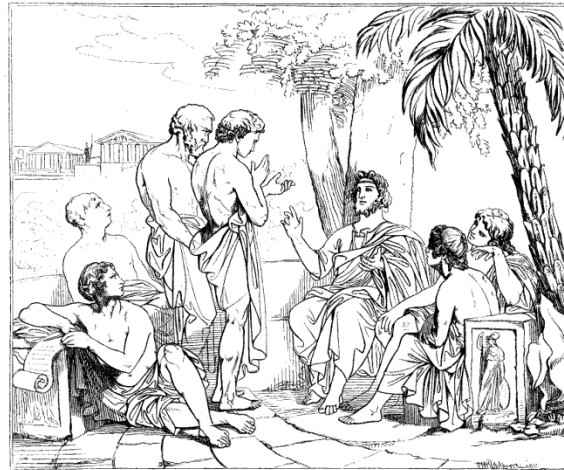
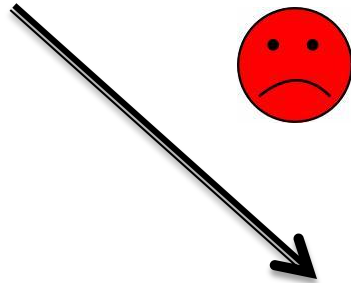
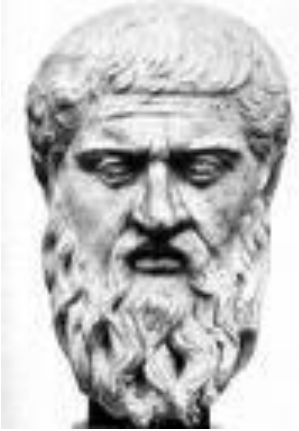
*"Those who don't study history are doomed to repeat it."*



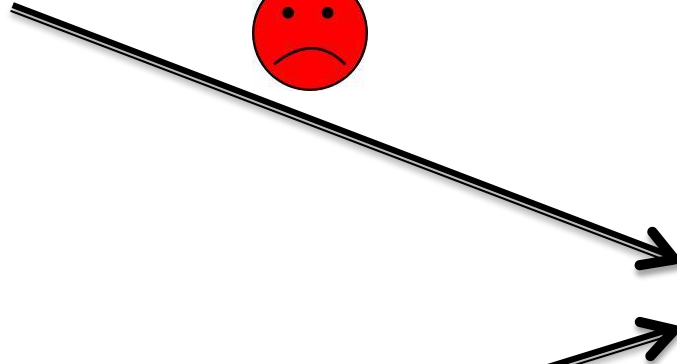
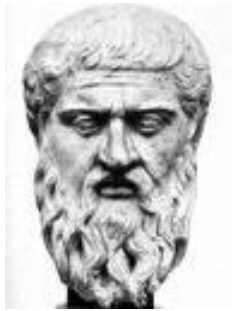
# Sophists



# Plato

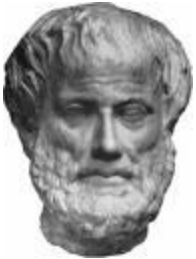


# Plato vs. Sophists



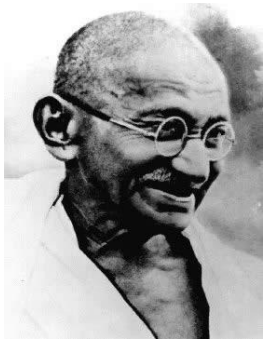


# Aristotle – The First Scientist



- Argued that both had a point:  
Plato - the truth is important.  
Sophists - persuasive communication is a useful and important tool.
- Ethos = the nature of communicator
- Pathos = emotional state of audience
- Logos = message arguments

# Persuasion in the Modern World



# Ethics

WRITE DOWN:

- What are the factors of ethical persuasion?
- Write down three examples of ethical persuasive communication and unethical persuasive communication.

# Ethics



Gandhi

*"evil means produce evil ends"*



Machiavelli

*"the ends justify the means"*

- Kant – “treat other as ends, not as means”
- Utilitarianism – actions should be judged based on whether they produce more good than evil.

# Ethics

- Persuasion is profoundly civilizing influence. Of course, persuasion is not always nice. It can be mean, ugly and untruthful.

**BUT WE ARE RESPONSIBLE FOR  
DECISIONS WE MAKE!**

**EDUCATION**

# Summary

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- Persuasion
- Coercion
- Propaganda
- Persuasive communication effects
- Historical perspective
- Ethics