

Persuasion Theory And Research Current Communication An Advanced Text

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important book continues to
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production of persuasive messages
with more traditional research on
the study of message effects. The
book: Persuasion: Theory and
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An ... Sage Publications' project
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judging from the published volumes
in the series, Mediated
Communication: A Social Action
Perspective (by J. A. Anderson and

T. P. Meyer) and Persuasion: Theory and Research (by D. J. O'Keefe).

According to the series editor, Jesse G. Delia, "each volume in the series is a substantive, lucidly written book appropriate for use in advanced undergraduate and beginning ... Persuasion: Theory and Research | Nikos Metallinos

... Persuasion: Theory and Research, Third Edition is a comprehensive overview of social-scientific theory and research on persuasion. Written in a clear and accessible style that assumes no special technical background in research methods, the Third Edition has been thoroughly revised to reflect developments in persuasion studies. Persuasion: Theory and Research — Northwestern Scholars Persuasion: Theory and

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Theories of Persuasion - National

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Woodward The purpose of the

course is to explore persuasion

theory and research in its historical

and modern contexts Our focus

on [Books] Persuasion Theory And

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provides a summary of relevant

research literature in persuasion-

includes suggestions for how to

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from limited research evidence-

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new chapter on functional

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... Current Theories of Persuasion

The learning and cognitive response

approaches to persuasion focused

on attitude change through active,

effortful thinking. However,

research has also shown that

sometimes people are persuaded to

change their attitudes when they

are not thinking much about the information in the

message. Persuasion -

IResearchNet The aim of cognitive dissonance theory is to draw

attention to attitude-behaviour

discrepancies and inconsistencies

that run opposed to one's mindset

(i.e. the discomfort we feel by any

discrepancy that awakens questions

in us about what we do versus what

we believe). For example, one

attitude-behaviour discrepancy is

hypocrisy - e.g. the fundamentalist

preacher who frequents strip bars

... Theories of persuasion and

psychology: the power of ... Created

by Sherif and associates, the

theory focuses on peoples'

assessment of persuasive

messages (Sherif & Hovland, 1961;

Sherif, Sherif, & Nebergall, 1965).

Research using this theory has often focused on cognitive processes, but there are numerous implications for communicators seeking to persuade others. Explaining Theories of Persuasion Daniel J. O'Keefe includes a discussion of research on the production of persuasive messages as well as more traditional research on the study of message effects. The new edition contains more coverage of the theory of reasoned action, a new chapter on functional approaches to attitude, a new chapter on behavioral change, new material on persuasive campaigns, and updated research citations ... Amazon.com: Persuasion: Theory and Research (Current ... Daniel J. O'Keefe includes a discussion of research on

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