

Richard M. Perloff

# Persuading People to Have Safer Sex

*Applications of  
Social Science to the AIDS Crisis*

# Persuading People To Have Safer Sex Application Of Social Science To The Aids Crisis

**SA Adler**



## **Persuading People To Have Safer Sex Application Of Social Science To The Aids Crisis:**

**Persuading People To Have Safer Sex** Richard M. Perloff, 2000-11 This volume explores the application of persuasion theory and research to HIV AIDS prevention focusing on changing attitudes and behaviors It is intended for students and scholars applying theory to health or AIDS prevention

**Dating and Sexuality in America** Jeffrey S. Turner, 2003-11-04 A highly informative account of trends concepts and problems related to dating and sexuality in the United States along with thought provoking coverage of today s most important issues and controversies A history of dating and sexuality illuminates new trends and problems that were absent just a few decades ago The most important dating and sexuality issues facing teenagers today are explored including solutions and implications for educational intervention The work elucidates how dating unfolds and how sexual attitudes and behaviors impact intimacy Valuable information about organizations and individuals as well as print and electronic resources are included in this authoritative work

Essential Readings in Health Behavior Mark Edberg, 2010-10-22 Health Behavior Education Promotion

Case Studies in Communication about Sex Janet MacLennan, Carey Noland, Danielle M. Stern, 2020-05-15 This exciting new textbook is a compilation of communication case studies that identify the most salient issues regarding communication about sex in relationships The text provides a basis for developing tangible communication skills clearer understandings of how interpersonal concepts and theories play into practice and an examination of ideas not often considered by students Understanding interpersonal communication elements of sexual relationships is an indispensable component of any model of an overall healthy human sexual development Moreover being able to transform such understandings into practice in relationships is a leap toward being able to have the kind of meaningful communication with sexual partners that can potentially improve relationships encourage safer sex practices highlight responsible family planning and work against limits of gendered and cultured expectations related to sex and sexuality Twenty one case studies from leading researchers in sexuality from Communication Studies Sex Science English and Medicine focus on interpersonal communication cultural aspects of sexuality media influences health and dark side of communication while building communication skills about these difficult to discuss topics Each chapter features a series of possible discussion questions and a reference list of the resources that were used as a knowledge base for composing that case study

**Information Design Journal** , 2004

**The Best Books for Academic Libraries:**

**Medicine** , 2002 Books recommended for undergraduate and college libraries listed by Library of Congress Classification Numbers

**Public Understanding of Science** , 2001 An international journal of research in the public dimensions of science and technology

African Journal of AIDS Research , 2004

**Public Relations Review** Foundation for Public Relations Research and Education (U.S.), 2002

A Systematic Evaluation of Culturally Sensitive HIV/AIDS Prevention Interventions in the US, 1996-2007 Ya-Chien Wang, 2008

**Beyond Verbal and Direct Negotiations** Amy Grace Lam, 2003

**The Dynamics of Persuasion** Richard M. Perloff, 2003 This completely revised second edition of the best

selling text presents an up to date comprehensive introduction to persuasive communication and attitude change Employing the same organizational strategy he used in the first edition but offering more applications and fresh examples Richard Perloff systematically explores the impact of persuasive communications on attitudes toward a host of topics spanning health politics and racial prejudice This text will enhance students understanding of persuasion theories and research introduce readers to the social science perspective on persuasion expose students to major issues discussed in the field of persuasion research help students appreciate complexities and subtleties in the dynamics of everyday persuasion and raise consciousness about the ethics of contemporary persuasion Part I introduces students to the ubiquity of persuasion how it is defined and differentiated from related terms and the meaning of core concepts like attitude belief and value Perloff combines a discussion of major concepts such as balance theory accessibility and the theory of reasoned action with application of these concepts to numerous situations in everyday life including the Clinton Lewinsky scandal body art religion abortion and AIDS prevention Part II of the book explores communication and attitude change Contemporary theories such as the Elaboration Likelihood Model the Extended Parallel Process Model and Cognitive Dissonance Theory are discussed in detail Students and professors will find an up to date discussion of research generated by these theories coupled with criticisms of theoretical perspectives Part III of the book examines advertising and communication campaigns After introducing students to advertising using well known advertising slogans and motifs Perloff debunks subliminal advertising and describes major theories of advertising effects Written for the upper undergraduate level The Dynamics of Persuasion is appropriate for courses in the social sciences notably communication speech journalism psychology marketing and sociology

**Mediated Deviance and Social Otherness** Kylo-Patrick R. Hart, 2007 If in fact oeLizzie Borden took an axe and gave her step mother forty whacks why from a representational standpoint did her stepmother deserve it If older gay men in Internet chat rooms regularly provide much needed acceptance and advice to younger gay males during the coming out process how is it that they continually reinforce racist ideologies and powerless subjectivities while doing so What sorts of media images are commonly presented of individuals and groups that are regarded as being deviant in society and whose interests do they ultimately serve The answers to these important questions and many others are provided in the pages of Mediated Deviance and Social Otherness Interrogating Influential Representations which explores provocative representations of deviance in various media forms including books films musical offerings news accounts television programs and Internet sites and their substantial cultural political and social consequences for the lived realities of individuals of different backgrounds and lifestyles The eye opening chapters of this book enable readers to more fully realize the regularity with which media representations continuously contribute in powerful ways to the formation and perpetuation of influential social constructions of deviance and otherness as they pertain to delinquents criminals and individuals of all ages classes genders races sexual orientations and health dis ability statuses Mediated Deviance and Social Otherness

Interrogating Influential Representations is a thought provoking anthology that offers fresh insight and new approaches to critically analyzing social constructions of deviancy across a variety of media forms While scholars have long examined the relationship between media and deviancy this collection of essays features a range of theoretical perspectives through which to investigate deviancy and its various interpretations in original ways In the process it deepens our understanding of how deviancy has been constructed across time and in differing social cultural milieus The essays in this anthology reflect the diverse disciplines of their contributing scholars At the same time the anthology does not waver from its clear focus on deviancy lending it substantial coherence and readability The book is expertly structured and edited Each of the essays draws inspiration from a refreshing variety of sources and fields of study The anthology is accordingly divided into six distinct yet related sections that mark its coherence and readability Simultaneously the essays within each section are quite different from one another allowing the reader to make thought provoking connections between representations of deviancy both within sections and among them Mediated Deviance and Social Otherness Interrogating Influential Representations is an important text Considering the growth of new media forms its investigation of both old and new media in relation to social constructions of deviancy represents a timely and topical contribution to the field of media and cultural studies Given its breadth and scope the anthology represents a highly significant scholarly contribution that will greatly benefit scholars students and interested individuals of all levels It offers eye opening insights to anyone with an interest in cultural studies disease and disability studies film and television studies LGBT studies criminal justice sociology and related fields

**Reviewer Bio** Metasebia Woldemariam Ph D is an associate professor of communication and media studies at Plymouth State University who specializes in media representations of deviancy and otherness Mediated Deviance and Social Otherness

Interrogating Influential Representations is an erudite collection offering critical and cultural analysis of media representations within various media forms including journalism film documentary television fiction music and the Internet The book is divided into six sections that highlight the categories of deviance and otherness the contributors emphasize

- 1 Age
- 2 Crime and Criminals
- 3 Disease and Disability
- 4 Gender Race and Class
- 5 Sexual Orientation
- 6 Other Forms of Deviance

which include masochism carnival spectacles and cultures of violence While some chapters feature links to topics common to media studies such as the Motion Picture Production Code what is powerful about the collection is how varied the interpretive standpoints of the contributors are An example of one such unique interpretive perspective comes from Linda K Fuller whose chapter examines the sexual political aspects of African AIDS related films based on her work in West Africa with a sexologist collating and critiquing appropriate media for Life Skills This interpretive variety inspires novel examination of media representations through the originality of varied genres of analysis the collection offers analysis of classic as well as popular literature popular as well as veiled news media award winning as well as obscure television series and outlaw country music as well as rap music Because media is so broadly interpreted within the collection readers

are encouraged to view mass media as a crucial cultural landscape for meaning making Each contributor offers a timely perspective about past or contemporary society through the analysis of unique media genres and artifacts or even through analysis of representations in multiple media forms For example Annette Holba examines multiple forms of the media representations of a less emphasized person in the Lizzie Borden case Borden TM s stepmother Editor Kyla Patrick R Hart TM s own contribution examines multiple media representations of the visible physical signs of AIDS before focusing on their representation in two particularly noteworthy film melodramas Rather than focusing on stereotypical categories of deviance and otherness the contributors focus on less commonly acknowledged representations or challenge commonly acknowledged understandings of media This is evident through Christopher J P c rez TM s ethnographic observation of instant messages from Gay com participants which dispels the notion that such online communities allow for positive expressions of gay identity Through its broad interpretation of media the collection offers an ample array of less commonly acknowledged media genres as evident in Margaret Weigel TM s class analysis of the electric bulb advertising sign oespectaculars in Manhattan from 1892 to 1917 Wendy Korwin TM s visual analysis of a set of four image plates used within prescriptive literature and Amanda Klein TM s cinematic comparison of portrayed deviance in the 1950s juvenile delinquency teenpic and the 1990s ghetto action film Incorporated also are unique perspectives on traditional news media representations as in Thomas Grochowski TM s interpretation of celebrity defendant perspectives of O J Simpson Occasionally common themes thread particular chapters together allowing opportunities to understand how critics view the same or similar media differently For example David Sealy and Georges Claude Guilbert as well as Valentin Locoge offer analysis of the HBO television series OZ Additionally contemporary moral dilemmas and societal issues are covered as they appear in various media representations as when Barbara Barnett TM s discussion of journalistic representations of maternal infanticide and perfection appear alongside Robert Goff TM s analysis of the textured view of abortion provided by the film Vera Drake Hart TM s collection is important to expanding the scholarly understanding of media representations because it provokes thinking about what makes media mean so much to humans in particular social cultural historical and even technological contexts The issue of the detrimental effects of oeshared notions of deviance and social otherness is evident in chapters that highlight original perspectives useful for either scholarly analysis or challenging graduate level classroom discussions Also because the collection includes literary analysis it could serve well those with interest in literary criticism ELESIA RUMINSKI Ph D is an assistant professor of English at Indiana University of Pennsylvania with experience teaching mass communication film studies and visual communication

**Choice** ,2001      *Subject Guide to Books in Print* ,2001      **Library & Information Science Abstracts** ,2005      **The Psychology of Women** Margaret W. Matlin,2004 Appropriate for students from a wide variety of backgrounds this comprehensive text captures women s own experiences through direct quotations and an emphasis on empirical research      International Social Science Journal ,1999      **Forthcoming Books** Rose Arny,2000

**The British National Bibliography** Arthur James Wells, 2001

## The Enigmatic Realm of **Persuading People To Have Safer Sex Application Of Social Science To The Aids Crisis**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Persuading People To Have Safer Sex Application Of Social Science To The Aids Crisis** a literary masterpiece penned by a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting impact on the hearts and minds of people who partake in its reading experience.

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### **Persuading People To Have Safer Sex Application Of Social Science To The Aids Crisis Introduction**

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