Persuasion: the theory and practice of manipulative communication, (Studies in public communication)

George N Gordon

Persuasion Theory And Practice Of Manipulative Communication

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Persuasion Theory And Practice Of Manipulative Communication:

Persuasion: the Theory and Practice of Manipulative Communication George N. Gordon, 1971 Persuasion The Handbook of Organizational Rhetoric and Communication Oyvind Ihlen, Robert L. George N. Gordon, 1971 Heath, 2018-08-14 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book s contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric **Effective Speaking** Christopher Turk, 2002-11-01 Effective Speaking provides the hard scientific information about audience psychology text preparation presentation methods voice production body language and persuasive advocacy which will help would be speakers improve their performance The emphasis throughout is on practical self help on methods which have been shown to work with clear explanations of just why they are effective Persuasion & Influence in American Life Gary C. Woodward, Robert E. Denton, 1992 A college level textbook presenting the nature and process of social influence in various contexts Examples drawn from advertising public relations politics religion education and the mass media are used for illustration Advice is

given on how to become a credible persuader c Book News Inc Must - Pop Andreas Hettiger, Gregor Kalivoda, Franz-Huber Robling, Thomas Zinsmaier, 2012-06-13 Dieses W rterbuch stellt ein Kompendium unseres gesamten aktuellen Wissens ber die Rhetorik dar In etwa 1300 ausf hrlichen Artikeln werden die rhetorischen Fachtermini und ihre geschichtliche Entwicklung systematisch erkl rt Dieses interdisziplin r angelegte Werk liefert dem Benutzer nicht nur theoretisches sondern auch praktisches Fachwissen Das Historische W rterbuch der Rhetorik erscheint seit 1992 im zweij hrigen Turnus mit einem Gesamtumfang von acht B nden und ist nur komplett beziehbar erschienen sind die B nde 1 5

Kinopropaganda gegen Kranke Sylke Hachmeister, 1992 Research in Education ,1972 **Persuasion: Reception** and Responsibility Charles U. Larson, 1973 Behavioral Studies in Communication, 1972, a Selected Bibliography Thomas M. Steinfatt, 1974 Paperbound Books in Print ,1984 Rhetoric and Communication Karl Richards Wallace, Marie Hochmuth Nichols, Richard Murphy, University of Illinois at Urbana-Champaign. Department of Speech Communication.1976 Information Asymmetry in Online Advertising Jan W. Wiktor, Katarzyna Sanak-Kosmowska, 2021-09-30 Advertising is a company s major form of communication with the market it is a component of the IMC system having a special impact on the addressee and is a form of persuasive communication affecting consumer behaviour Advertising may reflect information asymmetry between an advertiser and recipients This book presents an assessment of the forms and range of consumer behaviour manipulation through information asymmetry in online advertising and explores the possible causes forms and effects The work offers a new approach to the role of advertising in the digital world especially its forms and impact strategies The theoretical framework presented is based on issues related to online advertising information asymmetry and social manipulation. The book describes the ways in which these areas can be explored and it presents the results of empirical studies Empirical research allows for identifying companies moral hazard strategies and their consequences e consumers adverse selection. The research provides an empirical answer to the question to what extent is advertising a transparent form of communication and to what extent does it represent the world of manipulation Based on an interdisciplinary theoretical approach empirical studies conducted by the authors and theoretical and managerial implication the book encourages its readers to find their own answers Given the interdisciplinary nature of this work it will be of interest to scholars and researchers within the fields of marketing media and communication Children and Television Cedric Cullingford,1984 economics psychology sociology and ethics **Subject Catalog** Library of Congress, 1970 Communicontents, 1970 The Greenwood Guide to American Popular Culture: Jazz through Propaganda M. Thomas Inge, Dennis Hall, 2002 The Political Pulpit Roderick P. Hart, 1977 The Design of Advertising Roy Paul Nelson, 1973 Attitudes and Social Adaptation Lynn R. Kahle, 1984 An important and interesting work which demonstrates the person situation interaction theory of attitudes and attributes and shows how many of the principles of interaction or attribute research apply to attitude research and vice versa A new theory social adaptation is presented which

attempts to account for the importance of attitudes and social cognition in human social behaviour and applies Piaget s work on cognitive development to attitude research

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