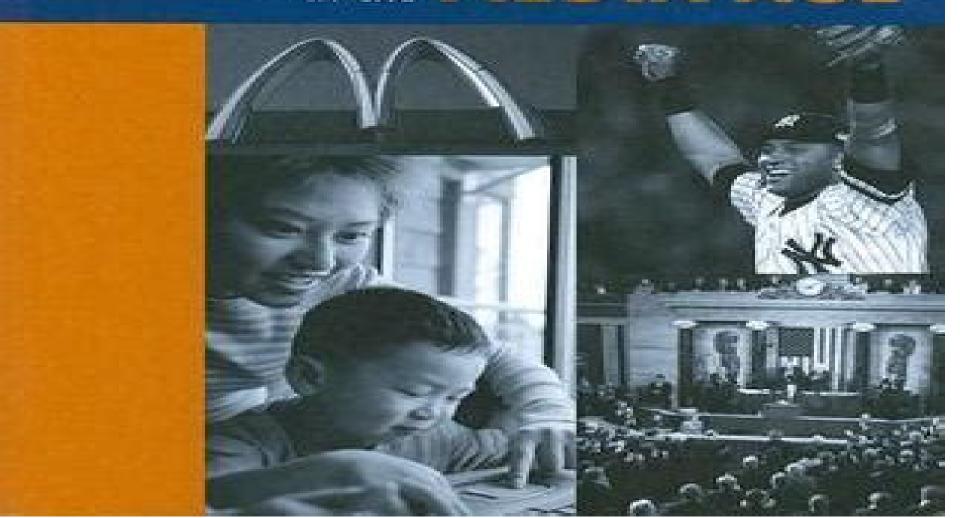
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PERSUASION in the MEDIA AGE



Persuasion In The Media Age

Heinz Bonfadelli, Thomas N. Friemel

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Persuasion in the Media Age Timothy Borchers, 2021-09-14 Persuasion in the Media Age addresses the impact of electronic media on the practice of persuasion and reviews constantly evolving digital strategies Today s world demands a new perspective on persuasion one that is grounded in the assumption that human consciousness and culture have been forever altered by communication technology The fourth edition provides timely examples of persuasion in political campaigns social movements marketing and interpersonal relationships and the role of social media and media technologies in all of the contexts From advertisers to politicians to influencers to friends persuaders use increasingly sophisticated strategies to sway behavior Borchers skillfully weaves theory research and engaging examples to help readers understand the practice of social influence and to apply critical thinking skills to the persuasion they encounter daily The text takes an interdisciplinary approach to provide the latest thinking on persuasion while also drawing on a broad theoretical base for foundational concepts such as attitudes rhetoric and human motivation Throughout Borchers emphasizes audience storytelling visual images and ethics This comprehensive insightful and accessible overview of persuasive communication teaches readers how to be skilled creators of persuasive messages as well as critical consumers Persuasion in the Media Age Timothy Borchers, 2012-11-21 Persuasion is omnipresent in todays media saturated society From politicians to advertisers to friends and colleagues persuaders are using increasingly sophisticated strategies to influence our attitudes beliefs and behaviors Fortunately this updated edition of Persuasion in the Media Age provides a timely solid understanding of the methods used by contemporary persuaders and offers strategies to help readers become critical consumers of persuasion Borchers begins with the premise that contemporary culture has been forever changed by electronic media and explores the way media technologies have influenced the study and practice of persuasion He draws from a wide variety of scholars bringing together the latest perspectives and research as well as foundational concepts The Third Edition spotlights the influence of social media presents storytelling as a key driver for persuasion and incorporates updated examples that reflect recent political campaigns and developments in popular culture This pedagogically rich illustrated volume includes learning objectives key terms discussion questions and activities that encourage students to apply chapter content to their everyday experiences Internet based exercises provide practical relevant opportunities for students to evaluate Web based persuasion while ethics cases explore compelling issues that have emerged in todays media dominated environment

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Perspectives on Persuasion, Social Influence, and Compliance Gaining John S. Seiter, Robert H. Gass, 2004 This collection of chapters written by some of the most important persuasion scholars of our time represents the scope depth and richness of the field of persuasion With contributions from authors in a wide variety of disciplines Perspectives On Persuasion Social Influence and Compliance Gaining provides students with a panoramic view of the field broadening their perspective and understanding of the influence and impact of persuasion in our lives Contributing authors include Richard Petty John Cacioppo James Dillard Daniel O Keefe Michael Cody Robert Cialdini Michael Burgoon Linda Carli David Buller Judee Burgoon and others Features Students gain insights directly from those who produced the theories and research as these top notch scholars reflect on the development of the theory or research where it is going and where it has been The contributors come from multiple disciplines including communication psychology and business offering students multiple perspectives on the content Introductions to each section provide students with the rationale for student an appreciation of ethics an orientation to each chapter and an understanding of each chapter's contribution to the field Early chapters on conceptualizations of persuasion the history of the field and theoretical developments give students the background necessary for understanding what persuasion is and how it functions Chapters on both theories of persuasion and the practice of persuasion in multiple contexts help students see the connection between theory and practice Concrete examples of theories and concepts bring the text to life and help students more easily understand the material Chapter on deception enables students to see how one of the most recently researched areas fits into the field of persuasion

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