DETAILED CONTENTS

PART 1

CHAPTER 1

About the Authors xxi
Acknowledgments xxiii
Preface xxiv
Introduction xxvi
Understanding Persuasion 1
The Study of Persuasion 3
Why Study Persuasion? 10
Practice 10
Analysis 11
Understanding 12
Synthesis: Putting Together Rhetorical Practice, Analysis, and Understanding 15
Methods of Studying Persuasion 15
Method 1: Rhetorical Criticism 16
Case 1: A Rhetorical Analysis of the College Catalog 17
Case 2: A Rhetorical Analysis of Discourse: Shaky Economy 18
Method 2: The Social-Scientific Approach 19
Toward a Definition of Persuasion 22
Human Communication 23
Attempted Influence 23
Modifying Judgments 23
Persuasion versus Propaganda 26
Ethical Perspectives of Persuasion 27
Utilitarianism 29
Universalism 30
Dialogic Ethics 30

Situationalism 31

Putting It Together: Ethical Meta-perspective 33

Summary 33

Questions and Projects for Further Study 35

Key Terms 35

Note 36

References 36

CHAPTER 2 The Psychology of Persuasion: Basic Concepts and Principles 39

Beliefs, Values, and Attitudes 41

A Preview of Theories 42

Persuasion by Degrees: Adapting to Different Audiences 45

BVA Theory: Beliefs and Values as Building Blocks of Attitudes 48

From Attitudes to Actions and the Role of Subjective Norms: The Theory of Reasoned Action 51

The Role of Emotion: Westen's Critique of Expectancy-Value Theories 53

Priming Effects 56

Two Systems Theories 58

- (1) Elaboration Likelihood Model: Two Routes to Persuasion 58
- (2) Nudge Theory 60

Persuasion as a Learning Process 63

Overheard at the Deli Counter of a Large Supermarket 63

Persuasion and Incentives 64

Persuasion by Association 66

Persuasion as Psychological Unbalancing and Rebalancing 67

Summary 68

Questions and Projects for Further Study 70

Exercises 71

Key Terms 71

Web Links 72

Notes 72

References 73

CHAPTER 3 Persuasion Broadly Considered 76

The Globalized Rhetorical Hypothesis 76

"Persuasion" versus "Non-persuasion"—God Terms and Devil Terms 78

Preview to the Globalized View of Persuasion: Five Key Communication Principles 81

Principle 1. Communication Is Multi-motivated 83

Principle 2. Communication Is Multi-layered 84

Principle 3. Communication Is Multi-dimensional 85

Principle 4. Communication Is Multi-directional 86

Principle 5. Communication Is Multi-faceted 87

Impression Management as Persuasion 88

Deception About Persuasive Intent: "I'm Not Being Persuasive Here..." 90

Deception About Persuasive Intent: Expression Games 94

Persuasion in the Guise of Objectivity 95

Accounting Statements and Cost-Benefit Analyses 96

News Reporting 97

Scientific Writing 99

School Textbooks 102

Societal Naming of Social Problems 105

How Multiple Messages Shape Ideologies 106

Persuasion and Ideology: McWorld 108

Summary 112

Questions and Projects for Further Study 113

Exercises 114

Key Terms 114

Web Links 115

References 115

PART 2 The Coactive Approach 119

CHAPTER 4 Coactive Persuasion 121

Using Receiver-Oriented Approaches 124

Being Situation Sensitive 126

Combining Similarity and Credibility 130

Building on Acceptable Premises 133

Appearing Reasonable and Providing Psychological Support 138

Using Communication Resources 140

Summary 142

Questions and Projects for Further Study 143

Key Terms 144

References 145

CHAPTER 5 Resources of Communication 147

Resources of Language 148

The Basic Tools 151

Intensify/Downplay 153

Hugh Rank's Six Components of Intensify/Downplay 156

Tactics for Intensifying 158

Repetition 158

Association 158

Composition 159

Tactics for Downplaying 160

Omission 160

Diversion 160

Confusion 161

Compliance-Gaining Tactics 162

Non-verbal Resources 164

Channels of Expression 165

Visual and Audiovisual Resources 170

Resources of the New Media 171

Summary 173

Questions and Projects for Further Study 174

Exercises 175

Key Terms 175

Note 175

References 175

CHAPTER 6 Framing and Reframing 177

What Are Frames? 177

Metaphors as Frames, Frames as Metaphors 179

Metaphors as Frames 179

Example 1: Why Presidents Go to War 180

Example 2: Party Politics 181

Example 3: Corporate Sloganeerings 183

Example 4: Courtroom Oratory 183

"Frames" as Metaphors 185

Entman's Definition of Framing 185

Cultural Frames and Verbal Repertoires 186

Framing the News 189

Research on Frames and Reframes 195

Example 1 195

Example 2 195

Example 3 195

Metacommunicative Frames 196

- (1) Reflexive Metacommunication 196
- (2) Responsive Metacommunication 197

Reframing in Political Confrontations: "Going Meta" 198

Reframing in Psychotherapy 200

Putting Frame Analysis Methods to Work: A Review and an Extended Example 202

Summary 206

Questions and Projects for Further Study 207

Exercises 208

Key Terms 208

References 208

CHAPTER 7 Cognitive Shorthands 210

Cialdini's Seven Principles 211

Contrast 211

Reciprocity 212

Consistency 213

Social Proof 215

Liking 216

Authority 217

Scarcity 218

Is Cialdini onto Something? A Critical Assessment 220

Issue 1: Obscured Differences 221

Issue 2: Contradictory Tensions Between Principles 222

Issue 3: Unidentified Contingencies 223

Issue 4: Mother Turkeys versus Automatic Pilots 224

Cialdini's First Frame: The Mother Turkey 224

But Turkeys Cannot Say "No" 226

Cialdini's Second Frame: The Faulty Automatic Pilot 226

Is Cialdini onto Us? Our Critical Assessment of Our Critical Assessment 227

And the Debater's Trophy Goes to... 228

The Highly Persuadable Persuadee 228

Case Study 1: How Doctors Using Shortcuts Puts Your Health at Risk 229

Case Study 2: How Financial Advertisers Using Shortcuts Puts Your Money at Risk 231

Case Study 3: How Crooks Using Shortcuts Steal from People Both Gullible and

Wise 233

Summary 236

Questions and Projects for Further Study 237

Exercises 237

Key Terms 238

References 238

CHAPTER 8 Reasoning and Evidence 241

Propositions of Policy, Fact, and Value 245

Changing, Repairing, or Retaining a Policy: The Stock Issues Revisited 248

Propositions of Fact 253

Propositions of Value 254

Types of Evidence as Resources of Argumentation 254

Fallacies Reconsidered 257

The Case of Gulf War Syndrome 260

Summary 264

Questions and Projects for Further Study 265

Exercises 266

Key Terms 266

Web Link 266

Note 267

References 267

PART 3 Contexts for Persuasion 269

CHAPTER 9

Going Public: Delivering a Presentation That Persuades 271

The Genuinely Committed Persuader 273

Strategic Planning: A 3-Step Process 274

Step 1: Goals, Audience, Situation 274

Step 2: Initial Strategizing 279

Step 3: Test-Marketing and Revision 283

Making Ideas Stick 286

- 1. Sticky Ideas Have Simplicity 286
- 2. Sticky Ideas Are Unexpected 288
- 3. Sticky Ideas Are Concrete 289
- 4. Sticky Ideas Are Credible 290
- 5. Sticky Ideas Are Emotional 291

Case 1: Save the Children 291

Case 2: Truth Ads to Prevent Teen Smoking 291

6. Sticky Ideas Include Stories 293

Organizing Persuasive Presentations 294

Introduction 294

Getting Attention 295

Orienting the Audience 295

Body 297

Conclusion 299

Issues in Message Design 300

- 1. How Much Control Will Be Exercised? 300
- 2. Should the Message Be Presented as Simple or Complex? 301
- 3. Should the Message Be Presented as One-Sided or Both-Sided (Two-Sided)? 302
- 4. Should the Message Draw Explicit or Implicit Conclusions? 303
- 5. How Will Stories, both Factual and Fictional, Be Integrated? 304
- 6. How Discrepant Is the Position from the Audience? 305
- 7. How Should Fear Appeals Be Managed? 307

Adapting to Different or Multiple Audiences 308

Hostile Audiences or Those Who Strongly Disagree With You 309

Critical Audiences and Conflicted Audiences 310

Sympathetic Audiences: Reinforcing Attitudes 310

Uninformed, Less Educated, or Apathetic Audiences: Molding Attitudes 310

Activating Audiences 311

Summary 313

Questions and Projects for Further Study 314

Exercises 315

Key Terms 316

Notes 316

References 316

CHAPTER 10 Persuasive Campaigns 318

Campaign Stages and Components 320

1. Planning 320

Goal Setting 321

Formulating a Basic Strategy 323

- 2. Mobilization 325
- 3. Legitimation 326

4. Promotion 326

Identity 327

Credibility 327

5. Activation 328

Detailed Action Plans 328

Preliminary Commitments 328

Follow Through 328

Penetration 329

6. Evaluation 330

Types of Campaigns 331

Public Relations Campaigns 332

Corporate Issue Advocacy 333

Crisis Management Campaigns 336

Indoctrination Campaigns 341

Possibilities for "Mind Control" 342

Mind Control Controversies 344

"Brainwashing" 345

Cults and Cult-Like Groups 347

Extreme Suggestibility and "Recovered Memory" 349

The "Subliminal Persuasion" Controversy 350

A Closing Story 355

Summary 356

Questions and Projects for Further Study 357

Exercises 358

Key Terms 358

Web Links 358

Notes 358

References 359

CHAPTER 11 Staging Political Campaigns 362

Persuasion in Four Stages: Presidential Campaigning 365

- (1) Pre-Primary Period (Surfacing) 366
- (2) Primary Election Period (Winnowing) 367

- (3) Convention Period (Legitimating) 369
- (4) General Election Period (Contesting) 371
 - 1. Positions on Issues 374
 - 2. Habits of Mind 375
 - 3. Attractiveness and Appearance 375

Machiavellianism in Political Campaigns: A Guide to Getting Elected to High Office 378

General Strategies 378

Fundraising 379

Physical Appearance 379

Choosing Arguments and Appeals 380

Media Politics 381

Advertising 382

Endorsements 383

Speech Making 383

Campaign Debates 384

Campaign Decisions That Matter: Five Case Studies 386

Case 1: George H. W. Bush's Media Campaign 386

Background 386

Decision: The Furlough Ad 387

Case 2: Bill Clinton and "A Place Called Hope" 389

Background 389

Decision: A Place Called Hope 389

Case 3: George W. Bush's Primary Campaign in South Carolina 391

Background 391

Decision: Take It to McCain 392

Case 4: George W. Bush and the Swift Boat Veterans for Truth 393

Background 393

Decision: Rhetorical Reversal—John Kerry's Strength Is Really a

Weakness 394

Case 5: Reverend Wright and "A More Perfect Union" Speech 395

Background 395

Decision: Reframing the Discussion of Race into "A More Perfect Union" 397

Summary 399

Questions and Projects for Further Study 401

Exercises 402

Key Terms 402

Notes 403

References 403

CHAPTER 12 Analyzing Product Advertising 405

Branded Entertainment 409

What Is Advertising? 410

The Changing Character of Advertising Campaigns 412

Idolatry (1890–1910) 413

Iconology (1920-1940) 413

Narcissism (1950-1970) 413

Totemism (1970-1990) 414

Mise-En-Scéne (1990-2000) 418

Today's Phase: Hypercommunication 420

Breaking With Tradition in the Phase of Hypercommunication: Anti-Ads 424

Pseudo Non-Ads 424

Code-Transgressing Ads 425

Self-Referential Ads 426

Self-Parody Ads 427

Knowing Wink Ads 428

Misdirection in the Language of Advertising 430

The "Nothing Is Better" Claim 430

The "We're Better" Claim 430

The "We're Unique" Claim 431

The "Trivially True" Claim 431

The "Studies Show" Claim 431

The "Poetic" Claim 432

The Rhetorical Question 432

The Product Endorsement 432

Visual Misdirection in Product Advertising 433

Staged to Look Real 436

Photographic Alteration 436

Selection 438

Implied Selling Propositions 438

Summary 439

Questions and Projects for Further Study 441

Exercises 441

Key Terms 442

Note 442

References 442

CHAPTER 13 Talking Through Differences: Persuasion in Social Conflicts 445

What Are Social Conflicts? 446

Cooperation and Competition in Mixed-Motive Conflicts 448

Symmetrical versus Asymmetrical Conflicts 449

Destructive versus Productive Conflicts 450

Dealing With Conflicts Productively 451

Decide Why to Fight 452

Decide Whether to Fight 452

Decide When to Fight 453

Decide How to Fight 453

"Doc" Reardon on Negotiation Strategies 455

- 1. Versatility 455
- 2. "Intelligence-Gathering" 458
- 3. Asking Questions 458
- 4. Negotiation Styles 459
- 5. Framing Options 459
- 6. Power 461
- 7. Negotiation Ethics 462

The Persuasion Dialogue 463

Moving to Dialogue in Interpersonal Conflicts 465

Case 1: A Taped Conversation About a Taped Conversation 466

Excerpt A 466

Excerpt B 467

Excerpt C 468

Case 2: A Structured Conversation About Abortion 469

Summary 471

Questions and Projects for Further Study 472

Key Terms 474

Web Link 475

Notes 475

References 475

CHAPTER 14 Leading Social Movements 477

What Are Social Movements? 480

Types of Social Movements 481

Tactics of Social Movements 483

Confrontation 483

Cultural Politics 484

Social Protests and Mass Media 485

Leading Social Movements: The Requirements-Problems-Strategies (RPS)

Approach 487

Requirements 487

Problems 487

Strategies 489

Moderates and Militants 489

Intermediate Strategies 493

Expressivism 494

Open- and Closed-Minded Movements 498

The Fate of Social Movements 500

Summary 503

Questions and Projects for Further Study 505

Key Terms 506

Notes 506

References 507

CHAPTER 15 More About Ethics 510

The Ethics of Faculty Advocacy in the College Classroom 511

Case Study 1: Life and Liberty 512

Case Study 2: NCA Town Meeting on the "Politics of Pedagogy" 513

Case Study 3: Professor Stanley Fish's Op-Eds on Faculty Advocacy 514

Case Study 4: Reed College Debate 517

Putting It Together 517

Ethically Problematic Forms and Styles of Persuasion 521

Demagoguery 522

Melodrama 524

Duplicity 524

Ethically Challenged Case 1: Health Communication 525

Ethically Challenged Case 2: Journalism 525

Ethically Challenged Case 3: Television 526

Perception Management 527

The Mindful Society 528

The Ethics of Being Ethically Sensitive 533

Communication Activism Revisited 535

Summary 536

Questions and Projects for Further Study 538

Exercises 538

Key Terms 539

Note 539

References 540

Index 543