Principles of persuasion
J201 Introduction to Mass Communication
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① Final media analysis essay. Initial draft Dec 4; Final draft Dec 15.

TOPICS:

1) 4th Republican presidential debate CNN and Fox News
3) Protests at the University of Missouri: Newsweek and Buzzfeed

② Final exam (December 21). Same format as midterm, not cumulative.
How does strategic communication differ from journalism?

Inform versus persuade...
Persuasion:

Process of attitude formation and/or change and modification/confirmation of behavior based upon attitude change/reinforcement.
Persuasion versus manipulation

Persuasion  Manipulation

Best available info  Selected info
Collective interest  Self interest

Rational?  Emotional?
• Success of a persuasive campaign depends on:

① Transmitted communication is effective in changing/preserving attitudes in a desired way.

② Modified/preserved attitudes influence people’s behavior in the expected way.
Decision triggers (stop processing and say yes)

① Authority. Recognizing someone’s expertise on an issue/object & believing that they are trustworthy.
Ликабилити. Флойвс фром позитив копнекшнз (сиймиларитиз, комплиментз & кооператив эндиэрвз).
Persuasion principles

③ Social proof. Particularly by people who are just “like you.”
④ Scarcity. Confers value (we make a decision to want what few can have). Context of loss motivates.
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⑤ Reciprocity. Obligation to give back. Hard to remain inflexible in the face of concession.
See you Friday...