Principles of persuasion

J201 Introduction to Mass Communication

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How does strategic communication differ from journalism?

Inform versus persuade...
① Differences between persuasion and manipulation.

② Principles of persuasion
   • Authority
   • Likability
   • Social proof
   • Scarcity
   • Reciprocity
   • Consistency/commitment
Persuasion:

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

Persuasion  Manipulation
Best available info  Selected info
Collective interest  Self interest
Rational?  Emotional?
Decision triggers (stop processing and say yes)

① Authority. Recognizing someone’s expertise on an issue/object & believing that they are trustworthy.
② Likability. Flows from positive connections (similarities, compliments & cooperative endeavors).
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.
④ Scarcity. Confers value (we make a decision to want what few can have). Context of loss motivates.
5. Reciprocity. Obligation to give back. Hard to remain inflexible in the face of concession.
Consistency/commitment. What we already believe, what we have already done before.
See you Wednesday...