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Compliance Gaining continues to boast an accessible voice and vibrant aesthetic that appeal to undergraduate students of communication, psychology, advertising, and marketing. In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. Along the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features an expanded treatment of digital and social media, up-to-date research on theory and practice, and enhanced discussions of topics such as political campaigning, emotional marketing, olfactory influence, and ethics. Instructors can also use the book's downloadable test bank, instructor's manual, and PowerPoint slides in preparing course material.

Now in its sixth edition, *Persuasion: Social Influence and Compliance Gaining* continues to boast an accessible voice and vibrant aesthetic that appeals to undergraduate students of communication, psychology, advertising, and marketing. In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. Along the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features an expanded treatment of digital and social media, up-to-date research on theory and practice, and enhanced discussions of topics such as political

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First Published in 2015. Routledge is an imprint of Taylor & Francis, an Informa company.

Persuasion: Social Influence and Compliance Gaining first helps students understand established theories and models of persuasion. It then encourages them to develop and apply general conclusions about persuasion in real-world settings. The 5th edition explores how social media continues to be a form of influence, but it also looks at grassroots movements, such as the Tea Party and Occupy Wall Street, and traditional forms of persuasion, such as advertising, marketing, and political campaigning.

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

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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. "

Persuasion in Society, Third Edition introduces readers to the rich tapestry of persuasive technique and scholarship, interweaving rhetorical, critical theory, and social science traditions. This text examines current and classical theory through the lens of contemporary culture, encouraging readers to explore the nature of persuasion and to understand its impact in their lives. Employing a contemporary approach, authors Jean G. Jones and Herbert W. Simons draw from popular culture, mass media, and social media to help readers become informed creators and consumers of persuasive messages. This introductory persuasion text offers: A broad-based approach to the scope of persuasion, expanding students ' understanding of what persuasion is and how it is effected. Insights on the diversity of persuasion in action, through such contexts as advertising, marketing, political campaigns, activism and social movements, and negotiation in social conflicts. The inclusion

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of "sender" and "receiver" perspectives, enhancing understanding of persuasion in practice. Extended treatment of the ethics of persuasion, featuring opposing views on handling controversial issues in the college classroom for enhanced instruction. Case studies showing how and why people fall for persuasive messages, demonstrating how persuasion works at a cognitive level. Discussion questions, exercises, and key terms for very nearly every chapter. The core of this book is that persuasion is about winning beliefs and not arguments and that communicators who want to win that belief need to communicate with their audiences. This new edition of *Persuasion in Society* continues to bring this core message to readers with updated case studies, examples, and sources.

This gripping book considers the history, techniques, and goals of child-targeted consumer campaigns and examines children's changing perceptions of what commodities they "need" to be valued and value themselves. • Features content from across disciplines including sociology, psychology, cultural anthropology, and social work • Introduces the idea that corporations exert a powerful—and largely negative—influence over children and childhood • Offers a theoretical explanation of the current state of consumer capitalism • Presents findings based on original research conducted by the author

Just about everyone seems to have views about language. Language attitudes and language ideologies permeate our daily lives. Our competence, intelligence, friendliness, trustworthiness, social status, group memberships, and so on, are often judged from the way we communicate. Even the speed at which we speak can evoke reactions. And we often try to anticipate such judgements as we communicate. In this

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lively introduction, Peter Garrett draws upon research carried out over recent decades in order to discuss such attitudes and the implications they have for our use of language, for social advantage or discrimination, and for social identity. Using a range of examples that includes punctuation, words, grammar, pronunciation, accents, dialects and languages, this book explores the intricate and fascinating ways in which language influences our everyday thoughts, feelings and behaviour.

Providing an accessible integration of theory and research methods, this text prepares students to critically analyze persuasive appeals and to design effective messages and campaigns. The book draws on key ideas from both communication and social psychology to explore the mutual influence of cognitive and affective processes and the characteristics and production of messages. It gives the reader a solid grasp of foundational issues in persuasion research, the core components of persuasive transactions, and major theoretical models. Instructive concrete examples illustrate applications of the concepts in such settings as health promotion, political campaigns, the courtroom, and advertising. ÿ New to This Edition *Engaging topic boxes on college drinking, attitudes about same-sex marriage, the "birther" movement, and other timely issues. *New or expanded discussions of the integrative model of behavioral prediction, the use of guilt appeals, social media, individualized tailoring of political messages, and numerous other topics. *The latest data and theoretical perspectives. *Epilogue on current and future trends in the field.

The Eleventh Edition is organized around: (1) elements of the basic communication model—communicator, message, medium, and “beyond” human communication; and (2)

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communication contexts—relationship, group, organization, health, culture, and society. A new chapter discusses four frameworks by which theories can be organized; students can see how theories contribute to and are impacted by larger issues about the nature of inquiry. To provide comprehensive, up-to-date coverage of theories, the authors surveyed articles in communication journals published over the last five years. Each chapter covers an average of 13 theories, half of which are new to this edition. New areas covered include health, social media, and “beyond human communication” —communication between humans and nature, humans and objects, humans and technology, humans and the divine. “From the Source” boxes give students a look at the theorists behind the theories—their inspirations, motivations, and goals. Written in an accessible style, the book is ideal for upper-division undergraduate classes and as a comprehensive summary of major theories for the graduate level.

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