

Ethics_SS Class 09

28th June, 2024 at 9:00 AM

CHARACTERISTICS OF THE ELEMENT OF PERSUASION: (9:49 AM)

Source	Message	Receiver
	Message discrepancy.	
	Fear appeal.	
	Drawing conclusion.	Selective exposure.
Credibility	Sideness of message.	Selective interpretation and comprehension.
Attractiveness	Emotional and factual appeal.	Intelligence.
Power	Pleasant form of distraction.	
CAP	Channel factor.	

SOURCE: (9:55 AM)

Credibility:

- Credibility means the extent to which the target group agrees with the position advocated by the source.
- Credibility is ensured via **trust worthiness, and expertise.**
- It will lead to conformity.
- **Sleeper effect:**
- Refer to the graph.
- 1. Based on the sleeper effect, it is concluded that over a period of time, an individual only remembers the message but not the person who has issued the message, hence if the source is highly credible then they should not give the receiver the time to think but if the source is a low credible source, then they should give them time.
- 2. The highly credible source should reinforce their credibility, time, and again.
- For example, Good governance, walking the talk, increasing efficiency, sustainable development, or media management.
- 3. With respect to environmental conservation, if the businessman decides to shut down all his industries to preserve the environment, then despite being
- Low Credible Source (LCS), the degree of acceptance of the persuasive message will increase.
- Hence, LCS is more successful in ensuring persuasion if they advocate against their fundamental interest.

Attractiveness:

- If the target group finds the source attractive, the probability of accepting a counter-attitudinal message is high.
- Attractiveness can be **Physical, communication skills, and ideological similarity** (*the most common*).
- If there is attractiveness, it will lead to identification.

Power:

- The ability of the individual to enforce their will in collective action despite resistance of others.
- **Reward, Coercive, Referent, etc.**
- Compliance is high.

MESSAGE: (10:26 AM)**Message Discrepancy:**

- Refer to the diagram.
- **Facilitator:**
 - *Here, the zone of acceptance (ZoA), is the widest.*
 - *The Zone of Indifference (Zol), is small.*
 - *The Zone of Rejection (ZoR), is small.*
 - Quality of facilitator: Open-minded, patient, tolerant, flexible, rational, compassionate, etc.
- **Resistor:**
 - *Here, the zone of acceptance (ZoA) is small.*
 - *The Zone of Indifference (Zol), is small.*
 - *The Zone of Rejection (ZoR), is the widest.*
 - Quality of resistor: Stubborn, Orthodox, Status-quoist, etc.
- **Fence-sitter:**
 - *Here, the zone of acceptance (ZoA) is small.*
 - *The Zone of Indifference (Zol), is the widest.*
 - *The Zone of Rejection (ZoR), is small.*
 - Quality of fence-sitter: indecisive, lack of courage, etc.
- To bring about successful persuasion one should look for a target group consisting of facilitators, as they have a wider zone of acceptance, the discrepancy in the message is underestimated and persuasion will be accepted.
- The ZoA can further be widened in the following way:
 - a) Choose a source that is Credible, Attractive, and Powerful (CAP).
 - b) Make the message interesting and utilitarian.
 - c) Present the message in a **culturally congruent manner.**
- For example: Education in the mother tongue or political speeches in the local language, etc.

Fear appeal:

- It is the most common way of persuasion.
- It is believed that a mild fear appeal is better compared to a strong fear appeal because a **strong appeal produces a defense mechanism** where the target group insulates themselves from the message issued by the source.
- Example of mild fear appeal:
 - a) Persuading the younger sibling to study hard by creating the fear of failure.
 - b) Application of karma theory.
 - c) One can create a situation of fear to bring the desire **for** change (Mock drills for disasters).
 - d) Fear of growing old is created by anti-aging products.
- Examples of strong fear appeal:
 - Fear of social boycott or **honor killing** with respect to intercaste marriages.
 - Pictorial warning on cigarette packets.
 - Role of media during COVID-19.
- Sometimes strong fear appeal works provided the source is highly credible. For example: **Religious fundamentalist groups.**

Drawing Conclusion:

- It works best when:
 - a) The audience is not very intelligent.
 - b) Message is not related to the core beliefs of the targeted group.
 - c) There exists no mistrust between the source and the targeted group.
 - d) The message is not structured.
 - e) Drawing a conclusion is not perceived as an insult to their intellect by the target group.

Sideness of message:

- **1. One-sided message:**
 - No intellect.
 - Not aware of the other side.
 - No hostility within the source.
 - Already agree to your position, you just need to make them agree further.
 - Example: Toothpaste advertisement.
- **2. Two-sided message:**
 - It works better when the audience is intelligent.
 - They are aware of the existence of the other side.
 - They hold counterattitudinal opinions.
 - There is some **hostility** between the source and the target group.
 - Example: On sensitive issues or issues concerning life, such as advertisements on health supplements.

Emotional and factual appeal:

- For successful persuasion, it should be a blend of both Emotional and factual appeal.
- For example Documentaries, Cinema, Mukti Caravan under Bachpan Bachao Andolan by **Kailash Satyarthi, Bezwada Wilson** (Safai Karmachari Andolan), etc.

A pleasant form of distraction:

- The attention span of an individual is limited, and hence people resort to pleasant forms of distraction to increase the effectiveness of ~~persuasiveness~~ of appeal.
- For example: Food, sense of humor, etc. ~~persuasive~~

Channel Factors:

- The channel is the medium through which information is presented.
- It should be **compatible** both with the message and frame of reference of the target group.
- For example:
- Street plays to create awareness, especially in rural areas.
- Education in the mother tongue.
- COVID-19 caller tunes.

CHARACTERISTICS OF THE RECEIVER: (11:25 AM)

Selective Exposure:

- Sometimes, receivers do not deliberately avoid persuasion but due to limited cultural and educational exposure, they are exposed to only that information that happens to support their existing viewpoint.
- For example: Views regarding the sexual division of labor or with respect to racist slurs.

Selective attention and Comprehension:

- Even though the source was able to overcome the cultural barrier and reach the target group, there is always a possibility of selective attention and comprehension.
- Hence, the problem of attention can be addressed by making the message interesting and comprehension can be addressed if proper examples are provided.

Intelligence:

- It is always advisable to have an intelligent target audience.
- It may be difficult to persuade them initially but once they are persuaded, with the help of logical arguments, it will be a long-term persuasion.

TOPIC OF THE NEXT CLASS: ATTITUDE.