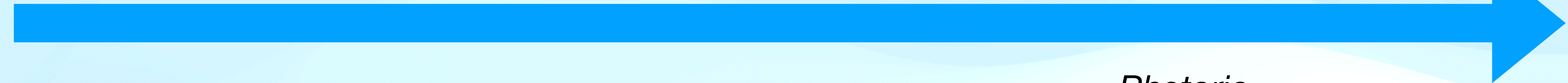# Test Preparation
Social Influence + Group/Organizational Communication

Persuasion

Public Rhetoric

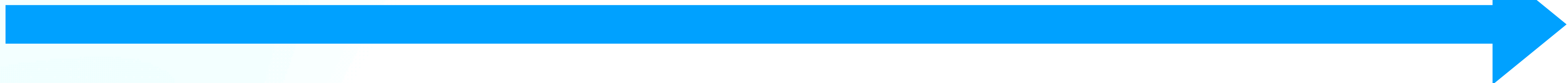*Elaboration Likelihood Model*

Rhetoric

Cognitive Dissonance

Dramatism

Narrative Paradigm

Group Communication

Organizational Comm

Symbolic Convergence

Cultural Approaches to Organizations

Communicative Constitution of Organizations

Persuasion

Elaboration Likelihood Model

To what extent will we be persuaded in the central route/peripheral route?
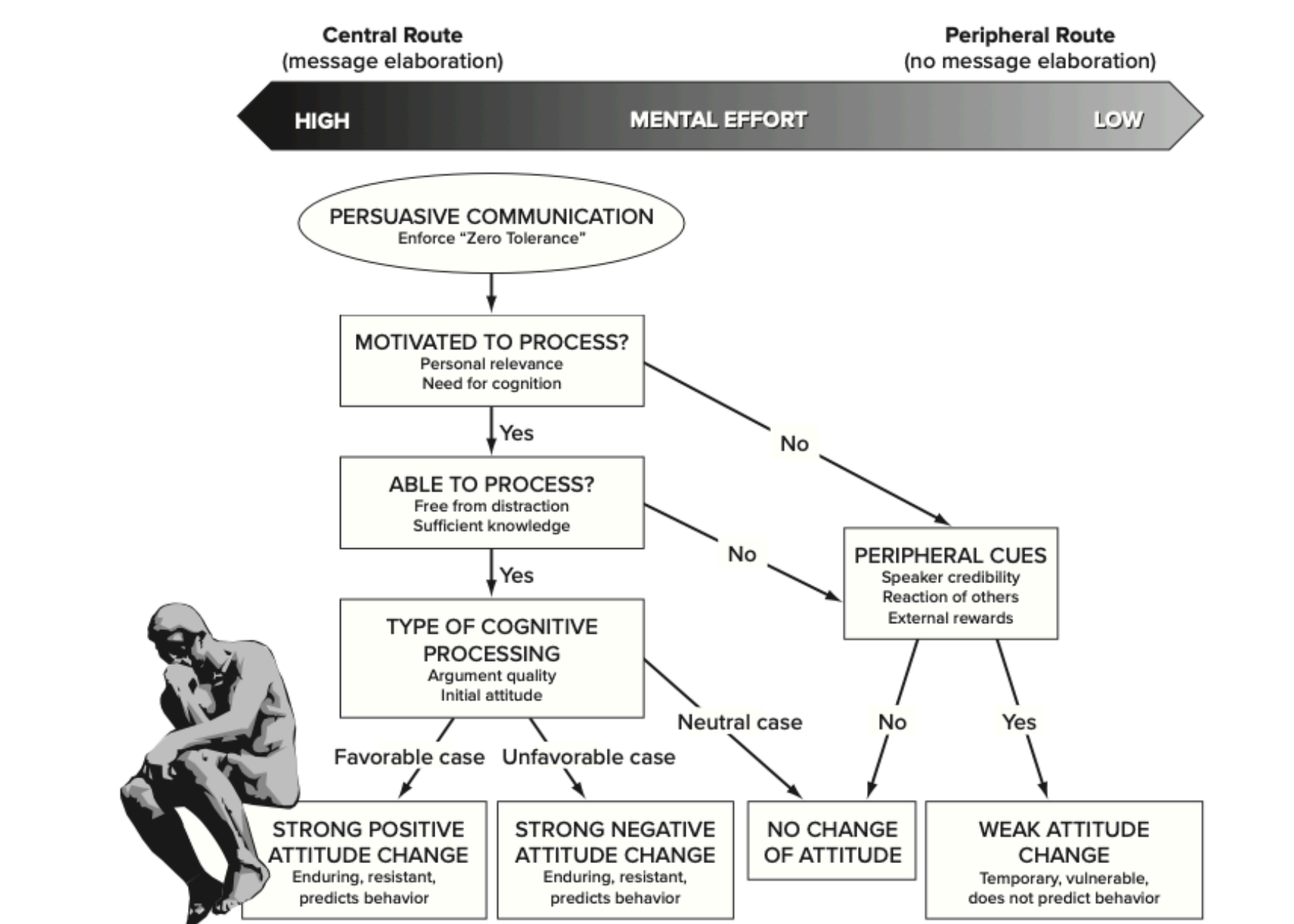
Cognitive Dissonance Theory

We have mental tension after feeling dissonance between belief and action, or two beliefs, and we need mental mechanisms to reduce dissonance.

Central Route (message elaboration)   **Peripheral Route** (no message elaboration)

HIGH   MENTAL EFFORT   LOW

PERSUASIVE COMMUNICATION
Enforce "Zero Tolerance"

MOTIVATED TO PROCESS?
Personal relevance
Need for cognition

ABLE TO PROCESS?
Free from distraction
Sufficient knowledge

PERIPHERAL CUES
Speaker credibility
Reaction of others
External rewards

TYPE OF COGNITIVE PROCESSING
Argument quality
Initial attitude

Favorable case   Unfavorable case   Neutral case   No   Yes

STRONG POSITIVE ATTITUDE CHANGE
Enduring, resistant, predicts behavior

STRONG NEGATIVE ATTITUDE CHANGE
Enduring, resistant, predicts behavior

NO CHANGE OF ATTITUDE

WEAK ATTITUDE CHANGE
Temporary, vulnerable, does not predict behavior

FIGURE 15–1 The Elaboration Likelihood Model
Based on Petty and Cacioppo, "The Elaboration Likelihood Model of Persuasion"

Reciprocation

Consistency

Social Proof

Liking

Authority

Scarcity

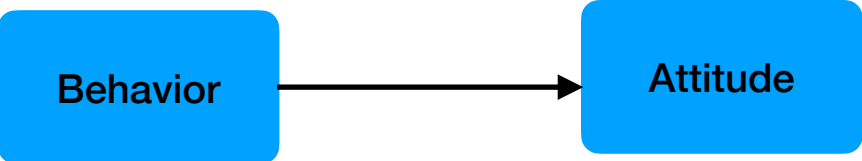_Selective Exposure_ — I only talk with friends who never say "quit smoking". — _We avoid any information that could be against our belief._

Postdecision Dissonance — I keep hanging out with fellows smoking cigars, after people told me it's not good. — _We convince ourselves that we've made the right choice after facing a close-call decision._
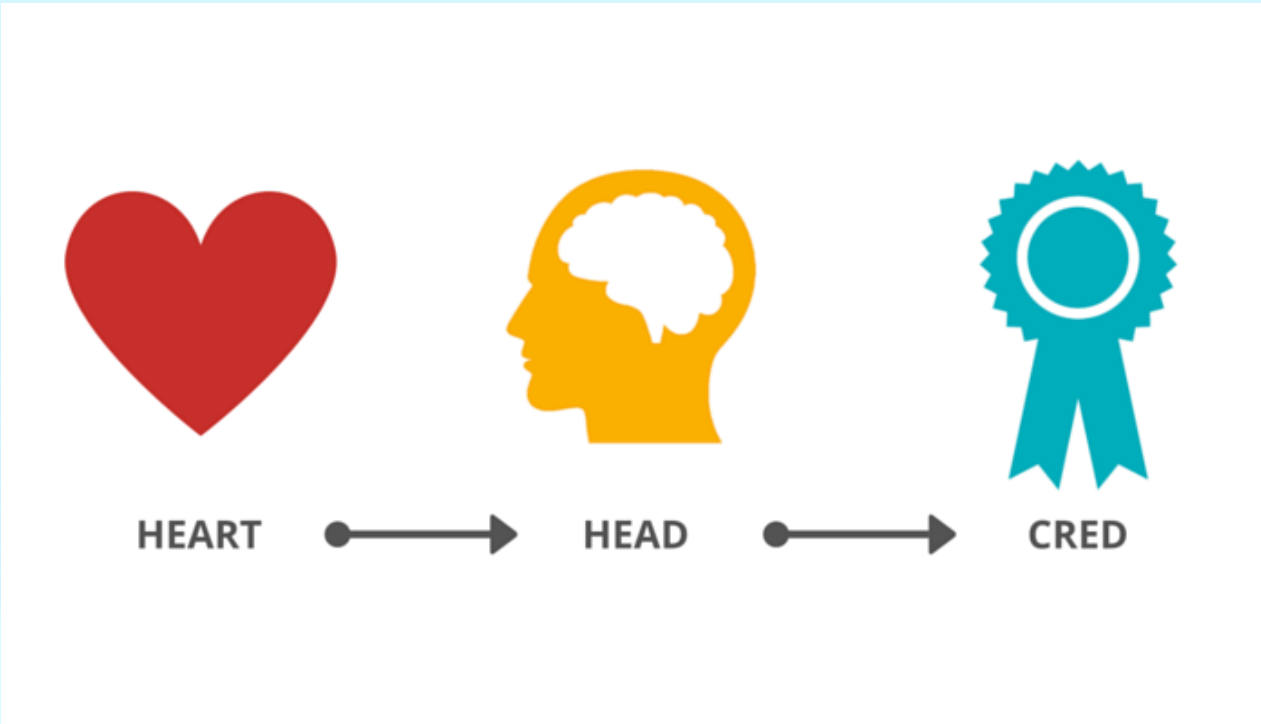
Minimal Justification — Behavior → Attitude — _We change our attitude to justify our behaviors, to eliminate dissonance._

Public Rhetoric

HEART → HEAD → CRED

Rhetoric

We should use rhetoric theory to understand all public address.

- Enthymeme: a type of syllogism (reasoning) that leaves out an accepted premise.

- Three components of credibility: Perceived Intelligence, Virtuous Character, Goodwill.

- Five canons of Speech: Invention, Arrangement, Style, Delivery, Memory

Dramatism

A technique of analysis of language and thought as modes of action rather than as means of conveying information

ACT	What is being done
AGENCY	Mean by which an action occurs
AGENT	Person doing the act
SCENE	Setting/background for action
PURPOSE	Reason or rationale behind action

The Guilt-Redemption Cycle

Guilt

Purification
by
Mortification
or
Victimage

Redemption

Narrative Paradigm

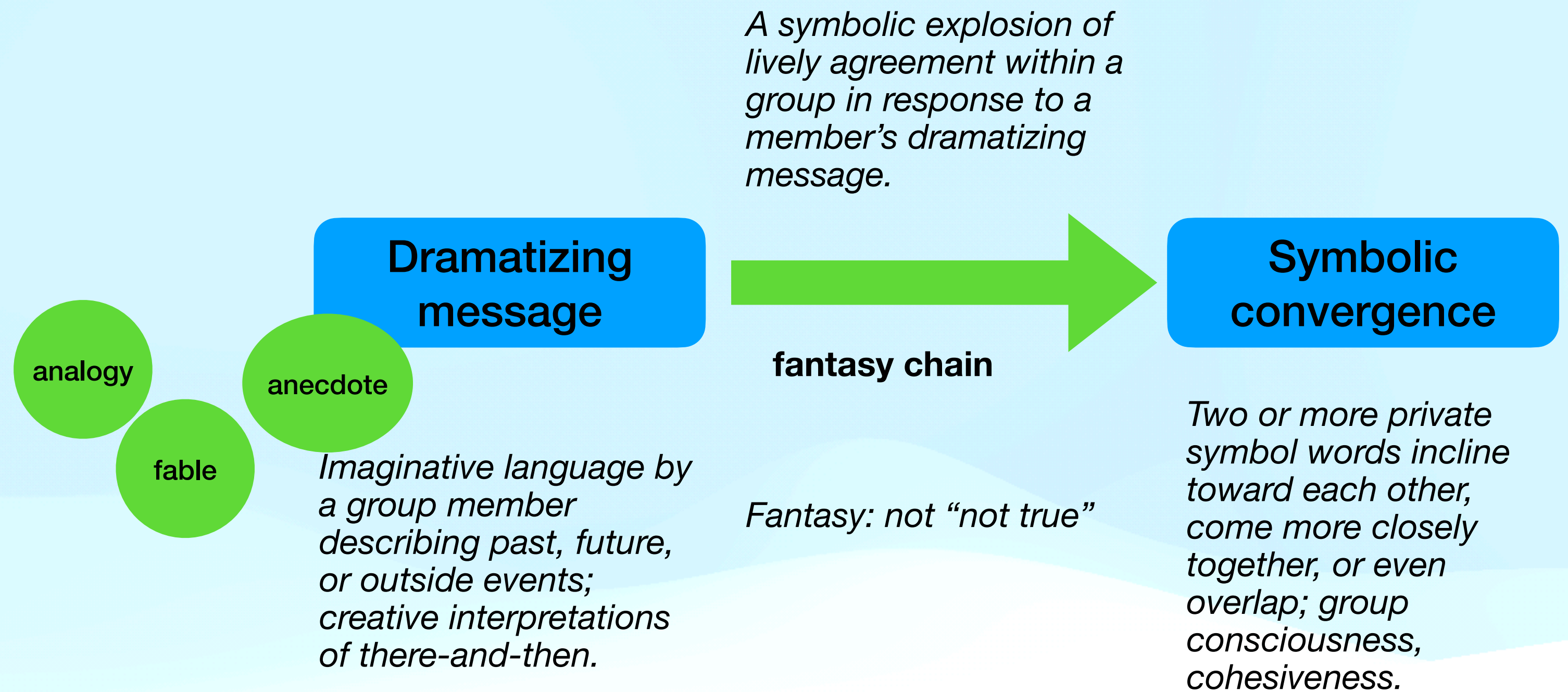_Narration involves symbolic actions that have sequence and meaning for those who live, create, or interpret them._
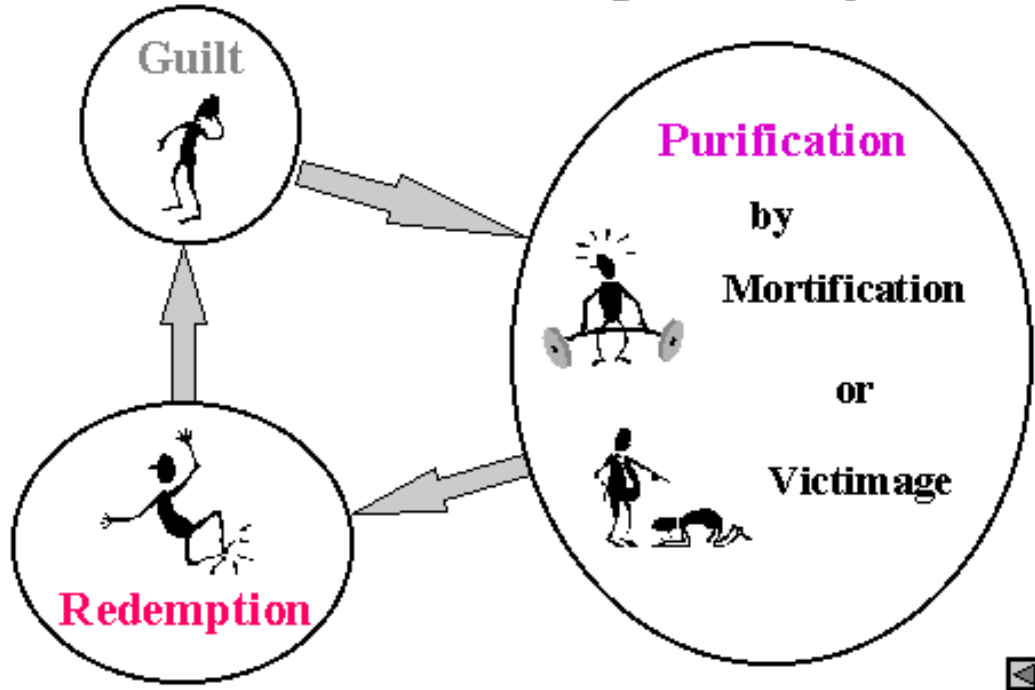
- Paradigm: a universal model that calls for people to view events through a common interpretive lens.

- Three components of credibility: Perceived Narrative coherence: Internal consistency with characters acting in a reliable fashion. The story hangs together.

- Narrative fidelity: Congruence between values embedded in a message and what listeners regard as truthful and humane; the story strikes a responsive chord.
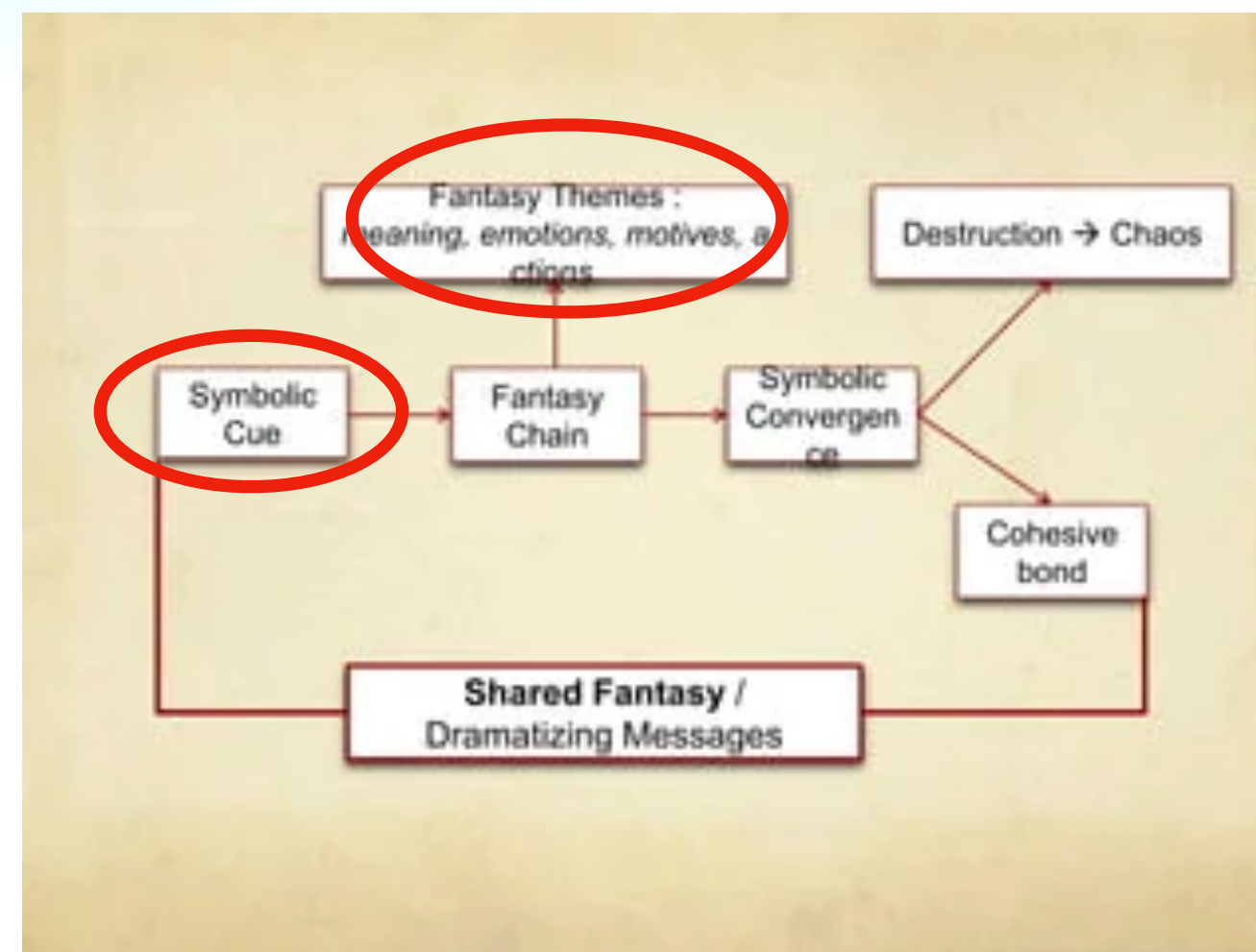
Group Comm

A symbolic explosion of lively agreement within a group in response to a member's dramatizing message.

analogy

anecdote

fable

Dramatizing message	→	**Symbolic convergence**

fantasy chain

Imaginative language by a group member describing past, future, or outside events; creative interpretations of there-and-then.

Fantasy: not "not true"

Two or more private symbol words incline toward each other, come more closely together, or even overlap; group consciousness, cohesiveness.

Symbolic Convergence Theory

Sharing group fantasies creates symbolic convergence.

- *Rhetoric Vision.*

- *Rhetoric Community.*

Organizational Comm

Cultural Approaches to Organizations

We should use cultural understandings to understand the organizations

- Culture; Cultural Performance.

- methodology: ethnography.

- Three types of stories: corporate stories, personal stories, and collegial stories.

Communicative Constitution of Organization

The communication creates, or constitutes, an organization
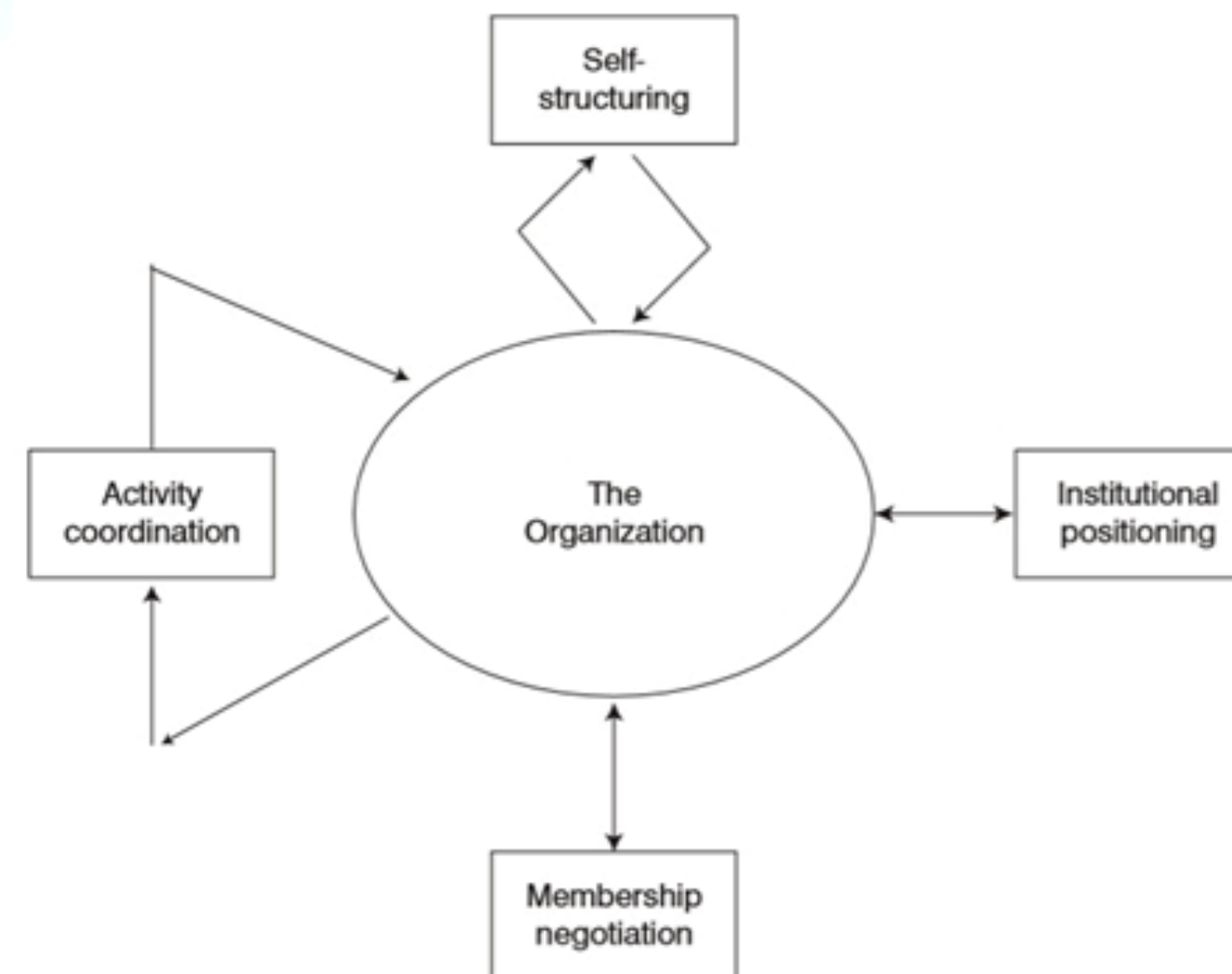
- All flows are necessary for organizations.

- Different flows happen in different places.

- The same message can address multiple flows.

- Different flows address different audiences.

Thank you and good luck!