**Critical Reflection 3: Ronco Food Dehydrator**

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COM 31800: Prin. Of Persuasion

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November 12, 2020

1. Explain which of the cultural images and myths below that are exemplified in the infomercial.
   1. The Wisdom of the rustic
   2. The possibility of success
      1. I think that the possibility of success is best exemplified
   3. The Coming of the messiah
   4. The Presence of conspiracy
   5. The value of challenge
   6. The eternal return
2. Analyze the nonverbal communication exemplified in the infomercial. How did the nonverbals enhance or contradict the persuasive message?
3. How are compliance-gaining, goal competence and assertiveness used in the informercial
4. Describe how the infomercial exemplifies the qualities of a persuasive campaign.