1. How do persuasive campaigns differ from single-shot persuasive messages?
   1. Single-shot messages are a one time attempt at convincing someone. If I tried to convince my friend to lend me a dollar, but only once, this would be a single-shot.
   2. Persuasive Campaigns are longer in length and can attempt to persuade multiple people. If some kid was trying to convince their parents to let them go to summer camp, then they might leave sticky notes, make verbal appeals, beg, plead, and even do more chores. All these actions form a persuasive campaign to convince the parents to send the kid to summer camp.
2. Describe the Yale Model
   1. The Yale model is multiple stages of the development of a persuasive campaign. There are 5 basic stages.
   2. Identification – the stage where people start to notice or realize some product whether through ads or word of mouth.
   3. Legitimacy – the stage where some product or movement gains legitimacy or the view of being worthy and believable
   4. Participation – recruitment of people to a cause or product who were previously uninvolved.
   5. Penetration – the stage where some product or person has a massive share or at least noticeable share of the market or some group of people.
   6. Distribution – the success of some movement and subsequent reward of followers for that support.
3. How are product and political campaigns similar and different
   1. Products and Politics use mass media for their basis of information spreading. They can also incorporate high-profile people into their campaigns.
   2. The product is obviously focused on a product and its features. Political campaigns are focused on a person or cause. Products can be hyper focused to target a specific age and type of people, while Political Campaigns try to apply to as many people as possible.
4. What aspects of idea/ideological campaigns have seeped into other types of persuasion?
   1. Basic Social Movement models are the basis for politically oriented and product-oriented campaigns, while inherently different in some manners, the acts. Like how in political campaigns, the politician or person advocates some change that people would desire (i.e. Make America Great Again). Additionally, ad-based television shows that with new inventions or products they use ads that capitalize off diffusion of innovation to spread word and utilize popular peoples to display the capability or popularity of the product.
5. Explain how symbolic convergence leads to successful persuasion.
   1. Symbolic convergence is the basic concept of ideas and perceptions becoming shared and converging on a single idea based on the ideas of many. This leads to persuasion through producing ideas that are repeatedly refreshed and reinforced causing them to become far more cemented in the mind than ideas implanted by professionals.
   2. Additionally, the use of the three basic planes (pragmatic, righteous, social) can allow people to focus their message to form stronger and more accurate symbols of convergence for those they are trying to convince or persuade.

Gutmann

1. Describe deliberative democracy and how it is an important concept in a study of persuasion in general, and political persuasion in particular
   1. Deliberative democracy is a form of democracy that supports reason-giving and justifications for choices and decisions, not electing to combat some ideas based on the merit of their principles but the decisions proponents of those ideas make for change.
   2. The importance lies in the way ideas are challenged and defended in a manner that is conducive to the elaboration and production of ideas that are valid and not denied as a result of basic principles of their ideas. This approach to ideas allows for persuasion to come across as friendlier and more conducive to positive change and solution ideation.
2. What purposes does deliberative democracy serve and what are its three primary principles?
   1. Deliberative democracy aims to provide a way to produce ideas and solutions that are both justifiable and able to withstand moral disagreements.
   2. Promote legitimacy of collective decisions, encourage public spirited perspectives, produce mutually inclusive methods of decision making, which is respectful, collective action is vulnerable to mistakes thus, the final purpose is to reduce this and produce complete understanding.
   3. The three principles: reciprocity, publicity, and accountability
   4. Reciprocity: the act of allowing others to contest ideas and choices
   5. Publicity: making ideas and choices known to those they affect
   6. Accountability: officials who make decisions on behalf of others should be held responsible by those others.

Film

1. Who are the primary players here and what is their persuasive intent?
   1. Robert De Niro: Persuasive intent is to protect the president and help him get re-elected and protect him from the sex scandal.
   2. Dustin Hoffman: Persuasive intent is to convince the world that Albania is a great threat to the United States.
   3. The Presidential candidate (Senator Neal): Wants the President to lose his positive standing with the people of the United States in order to gain the upper hand.
2. What are the primary ethical issues in terms of the persuasive intent of the main characters?
   1. Robert could be produces harmful mass hysteria with the war and bomb story. Additionally, Robert exposes friends and allies to a psychopathic criminal. Robert also hires Hoffman under the condition that he can’t accept the work as his own. Robert also has Dustin Hoffman murdered by the CIA when Dustin decides that he wants credit for his work.
   2. Dustin Hoffman is producing a misleading image that will distract the American people from the President’s scandal. Dustin also exposes people to the psychopathic woody harrelson.
   3. The Presidential Candidate is producing a damaging image of the president with the sex scandal (unethically harmful, if it didn’t happen) that could end his career.
3. What concepts from idea/ideological campaigns are exemplified in the actions of the main characters?
   1. Robert De Niro works to produce a campaign; he does this through planning his “war in Albania” ad campaign. This is the “genesis”, he intends to produce social unrest that will distract the citizens of the U.S. from the presidential scandal.
   2. Continued production of the war campaign is a form of maintenance in terms of social movements model. This helps the campaign continue to gain momentum despite Neal’s intervention
   3. Neal doesn’t seem to have enough screen time in order to display any noticeable ideological campaign concepts.
   4. An example of enthusiastic mobilization is seen when Robert and Dustin are tossing shoes onto tree limbs, the next day hundreds of shoes are seen tossed up on powerlines and other places where people toss shoes.