Chapter 12

1. What key audience features may be gleaned from audience analysis and attention to audience demographics? How can a persuader use this information to his or her advantage? What special considerations does a persuader need to make in consideration of this information?
   1. Audience attitudes toward certain topics, their inclination towards certain behaviors, and even how they may react to certain courses of action.
   2. This allows persuaders to moderate their message to make it appeal to those ideas and actions more easily. Ensuring success.
   3. The Persuader must be careful to consider the needs of the audience, additionally not all of the information that the persuader may find will be useful in the context of persuasion.
2. Describe the primary forms of organization of persuasive messages and how a persuader decides which organizational pattern to use.
   1. Topic: you organize your subject into multiple topics to be covered (good for conveying numerous topics).
   2. Space: You organize your subject into terms of quantities or space covered, can be used with graphs and visuals. (Useful for topics comparing your topic to another.)
   3. Chronological: You organize your subjects by the points in time which they happened. (Useful for topics that occur at different points of time.)
   4. Stock Issues: Used in major policy changes, organizes topics based on three basic issues (need for change, plan to solve need, plant meets need).
   5. Motivated Sequence: Fives steps to build motivation to follow some message. (Useful when presenting concepts that would change a person’s regular behavior.)
      1. Attention: get the audience’s attention to your message
      2. Convince: convince them they are losing something or could gain something
      3. Visualization: Display an example of the lose or gain and the solution, maybe through testimony or data.
      4. Satisfaction: Offer your solution to the people to solve the dissonance people feel regarding some topic or subject.
      5. Commitment: Get the listeners to partake in part of your solution, ask for a small contribution to build their alignment with the topic.
3. Which forms of proof can build which types of credibility and how?
   1. Statistical evidence provides Expertise credibility, this is because you are showing evidence that has been collected and researched by you.
   2. No forms of proof necessarily build trust, that is something which is earned through proper speaking, gesturing, and other forms of composure a speaker can display. It would be more the way you present your proof that builds trust.
   3. Dynamism is peculiar, and certainly can’t be built by proofs, this quality is elusive. Attractiveness, charisma, and dynamics all are part of building this credibility.
4. What considerations does a persuader need to keep in mind regarding verbal and nonverbal communication
   1. There is a balance that must be struck between use of gestures, body language, and tone of voice as well as tonal variations. Too little and you are boring and un-engaging, too much and you will distract the audience from your message.
5. How does the channel affect a persuader’s effectiveness?
   1. Channel can affect how your message reaches the audience. Additionally, it affects how you can interact with your audience. You can’t talk directly to an audience member through Billboards, TV ads, or other methods of Mass Media. However, in public speaking and conversation you can easily communicate with a listener.

Konty

1. Describe how culture of fear, fear of crime, and fear may affect society?
   1. Fear is a powerful emotion; fear can move people to buy into products or movements that can guarantee safety and alleviate fear. Additionally, it produces a misconception about who crime occurs to and where it normally occurs.
2. How can terror be a persuasive tactic? What ethical considerations does that open?
   1. Terror can convince people to take some course of action that reduces that fear or terror. However, at the same time fear is not healthy for the body nor the mind. It can degrade social life and make people hostile or non-communicative towards others. Terror can also get people to buy previously believed to be useless products in an attempt to protect themselves.