1. What are cultural patterns and how does culture influence persuasion
   1. Cultural Patterns are the values, beliefs, and behaviors that are transmitted socially in a society or culture. They are important in persuasion since these values can change how a listener perceives the message to which they are listening. An example from the book is how Americans have an individualistic point of view (POV). Playing on this POV, you can produce a message that rings true to Americans since it resonates with their individualistic ideals.
2. Describe the major cultural images and myths that influence persuasion in the United States
   1. **The Wisdom of the Rustic**: The myth that wisdom gained from a hard life of work and achievement can overcome any devious opponent.
   2. **The Possibility of Success**: The cultural image that anyone who tries to achieve success can do so.
   3. **The Coming Messiah**: The cultural myth that in times of hardship, we will be delivered from those hardships from a leader who is strong and confident.
   4. **The Presence of Conspiracy**: In the face of certain overwhelming problems and times of poverty, we will produce a scapegoat from some farfetched conspiracy against any number of supposed perpetrators, ranging from the government to shadow cults that run our government behind the scenes.
   5. **The Value of Challenge**: The myth that challenges in our life can produce value of some kind, whether we become resilient, wise, or stronger.
   6. **The Eternal Return**: This myth is centered on better times. This myth is based on a rejection of how things have happened and instead focuses on a return to a time that one yearns for or is nostalgic over.
3. Describe Reich’s Cultural variables and find examples from recent political campaigns.
   1. **The Mob at the Gates**: The Parable that American is the last bastion of hope and morality, this parable plays on a central idea of some culture being a last glimmer of hope for the world. Trump uses China and the covid-19 as a Mob at the gate frequently.
   2. **The Triumphant Individual:** The Parable that a humble person who works hard and has faith in themselves can attain fame, honor, and success. While I don’t have a concrete example, many politicians try to paint themselves this way as the one person who worked hard and became successful.
   3. **The Benevolent Community:** The essential goodness in people and willingness to help others in times of great need.
   4. **Rot at the Top:** Power and money corrupt people in who attain them in vast amounts. While not entirely recent, Mitt Romney displayed numerous character faults throughout his campaign in 2012. Especially during a dinner in which he divulged some rather poor ideas about himself. Obama mentioned that Mitt’s aim was to keep the rich playing by a different set of rules.
   5. **The Man’s Man and Woman’s Woman:** These core ideas are based on the essence of what makes a man and woman what they are and the core traits that embody them.
4. Overall, how are common cultural images/myths and Reich’s parables similar and different?
   1. They both play on some core values or ideas that are present in either our history or our sub-conscious. However, the myth is something that is a core idea focused on intangible ideas, the parables tell of how the world is evaluated with beliefs based in the real-world.
5. How does image serve as a cultural premise in persuasion?
   1. Depending on how a person presents themselves, they can appear differently in different cultures. Even traits such as height and age can affect how your message is perceived. Appearing Elderly in some cultures can give your message merit since the Elderly are revered in some cultures.
6. Define the common American values used in persuasion.
   1. **Puritan:** This value system is based on placing things into separate boxes of either right or wrong.
   2. **Individualism:** This value is based on valuing the rights and protections of a single person over all others.
   3. **Achievement and Success**: This value is based on achieving, achieving money, wealth, and power (among other things) by individuals who have worked hard to do so.
   4. **Change and Progress:** This value is based on the belief that change will lead to good things, to progress and a better world.
   5. **Moral Fiber:** (Actually ethical equality) this value reflects that all people should be treated the same regardless of differences in creed or color. This equality applies to education and employment among other rights and opportunities.
   6. **Effort and Optimism:** This value is centered on attaining goals through hard work and the ability to endure hardships while remaining positive.
   7. **Pragmatism:** This value is focused on the ability to continuously gain efficiency and the concept of producing effective solutions to any problem.