Larson Chapter 10

1)

Why is nonverbal communication important in persuasion in general and in interpersonal persuasion, specifically?

Information like stance and appearance can affect the way you are perceived. Slouching and poor vocalization can make you appear weak and affect how your message is perceived and absorbed. Additionally, certain nonverbal gestures can send the wrong message in the wrong cultures.

2)

Describe Orban and Leather’s main nonverbal categories and how each might influence interpersonal persuasion.

Facial Expression: The movements of our facial muscles that can indicate how we feel or what we think

Eye Behavior (contact): The amount of contact that we have between ourselves and our audience.

Gestures (Bodily Communication): The way we move our body and hold our posture.

Proxemics: the distance and placement of objects between you and the audience

Appearance: What you wear and how you take care of your appearance

Vocal factors: The way your voice sounds and how you speak

Haptics: The feel of certain materials or the environment (Not the same as touch)

These can influence they way you are perceived. 80% of communication occurs through body language. Slouching and speaking breathily and quickly can make your appear vapid and lazy, while standing tall and speaking with care and eloquence makes you seem credible and even likeable.

3)

How might gender and dialect influence interpersonal persuasion?

Gender determines how people communicate to you and as such it also determines how you communicate with others. As such it makes females more sensitive and receptive to nonverbals such as touch. However, men don’t have the same view of nonverbals. So, if you attempt touch on a man, they could become tense and you might lose credibility in their eyes.

Trenholm and Jensen

1)

How are needs an important part of interpersonal persuasion and which do you think are most important to consider?

Needs are very basic parts of the human mind. They determine our action and how we feel about ourselves. By using them, we can influence people slowly toward our point or convince them of some course of action.

I would say that the most important is the Need for Rewards, many things can be perceived as a reward for some action. A piece of candy, some money, or something as simple as a hug, compliment or smile. It is wildly adaptive.

2)

How is consideration of needs in interpersonal persuasion similar to or different from Packard and Maslow’s work?

The needs we read about in chapter 10 are based on how we use needs in conversation and other interpersonal communications. The difference is that Packard and Maslow sought to define how humans feel needs and what they need. In persuasion, we look at needs and attempt to unify the research on Needs with our communication with others.

3)

How do source characteristics and self-presentation influence interpersonal persuasive effectiveness?

These traits influence the way you are viewed. If you are attractive, then your capability to convince others is improved. If you look similar to others they will give you credibility. Additionally, if you dress poorly you will be perceived poorly. You need to keep yourself clean and well-kept in order to maintain verbal credibility with your audience.

4)

How can one use compliance-gaining, goal competence, and assertiveness to become a more competent persuader in interpersonal situations?

Compliance gaining, goal competence, and assertiveness all help the realization of ones goals. Understanding the your goals and how others will work to persuade themselves helps you to off-load work, if you put too much effort into the persuasion people will inevitably catch on. Compliance gaining shows persuaders how to earn the compliance from listeners using small tactics. Assertiveness helps someone stand up for themselves and persuade people who are lazy or avoidant to their goals and in some cases intentionally ignorant to the needs or rights of others.

5)

Describe what assertiveness is, what it is not, how it is achieved, and why it is important to interpersonal persuasion.

Assertiveness is the act of standing up for the rights of yourself and others through insistence of those rights. It however, is not the use of aggression to achieve goals, that is coercion. Assertiveness can be achieved through balancing what you deserve with the actions you take in situations where you may not be getting exactly what is owed to you. It is important because there will be times where other persuaders will attempt to silence you from speaking your piece. Assertiveness will help you speak against this and get your chance.