1)**Define persuasion**-

Persuasion is influencing another person’s mental state through communication.

2)**Describe the following perspectives/theories in your own words:**

a.**Theory of Reasoned Action –**Is mainly channeled through ELM it can increase someone's intent to behave in a certain way, they are likely to actually behave that way after you influence them to.

b.**Narrative Theories**- people are more likely to believe persuasion if it is made into story format.(pathos and ethos together) you trust people that tell you stories

c.**SNM-** social networking media (persuasive media)

d.**SMCR-** course -message (meaning through channel) - receiver (sometimes persuaded) Suggests that we need to look at ourselves to determine our motives, biased, perspectives we bring to persuasion. (linear kind)

e.**ELM**-Elaboration the amount of effort an audience member has to use in order to comprehend a message. Therefore; process a message, remember it, and then accept or reject it. (how persuasion happens)

f**.Rank’s Model of Persuasion- 4 strategies**

1) Intensify their own good points

2) Intensify the weak points of the opposition

3) Downplay their own weaknesses

4) Downplay the good points of the opposition

3)**Identify which of the above theories is most important for your major/career path and why.**

I believe that narrative is the most important to my career. Patients will listen to me all day long and I have to get their attention and help with their oral health. If I tell them stories from passed experience they will more likely trust me or listen.

**4)Briefly describe the historical roots of persuasion.**

The roots of persuasion are very interesting. They have changed a lot throughout the years. The main reason why persuasion is popular now is the media. The media has a huge influence on the world. In the Larson text he says many things we practiced long ago have stayed the same and are still good to practice. He stated that there is also change that we adapt to over the years.

**5)Why is culture an important consideration in a study of persuasion?**

Culture is important to persuasion because you have to understand your audiences background. You would also need to know what they’re interested in or if they can understand you.