

STRUCTURING AND ORDERING PERSUASIVE MESSAGES BY ASHLYN HANKS



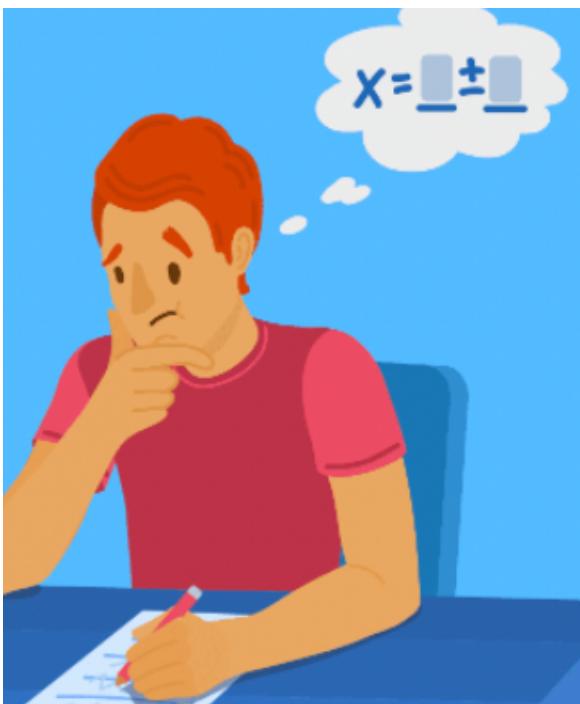


CHAPTER BREAKDOWN

EXPLICIT V IMPLICIT
GAIN V LOSS FRAMING
QUANTITY V QUALITY
EVIDENCE
REPITITION
ORDER

C O N C L U S I O N S

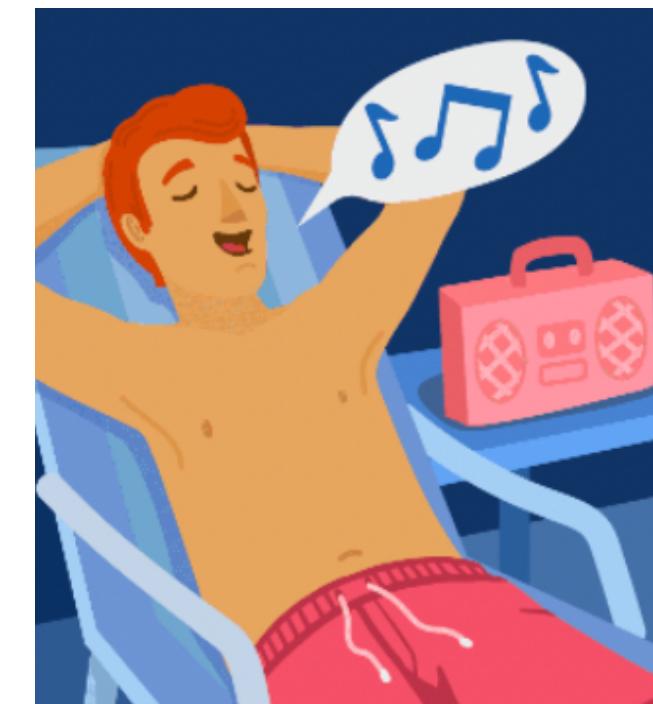
DIRECTLY TELLING
AUDIENCE WHAT TO
BELIEVE, PROVEN
MORE SUCCESSFUL
(MOYER-GUSE 2012)



EXPLICIT

EXPLICIT

LETTING AUDIENCE
DRAW THEIR OWN
CONCLUSIONS, MORE
PERSUASIVE ON
AUDIENCE NEEDING
HIGHER COGNITION



IMPLICIT

EXPLICIT V. IMPLICIT LAW & ORDER: SVU

GROUP 1

- WATCH EPILOGUE AND
EPISODE ON DRUNK DRIVING**

GROUP 2

- WATCH EPILOGUE OR
EPISODE ON DRUNK DRIVING**

RESULT: GROUP 1 WAS MORE IMPACTED THAN GROUP 2

EXPLICIT MESSAGES ARE BETTER BECAUSE THEY PROVIDE CLEAR DIRECTIONS (DILLARD, 2014)

M E S A G E S

FRAMING ARGUMENTS
IN A POSITIVE LIGHT,
GLASS HALF FULL,
BEST FOR LOW
SENSATION SEEKERS
AND FUTURE-MINDED
PEOPLE



GAIN-FRAMED

FRAMING ARGUMENTS
IN A NEGATIVE LIGHT,
GLASS HALF EMPTY,
BEST FOR HIGH
SENSATION SEEKERS
AND PRESENT-MINDED
PEOPLE



LOSS-FRAMED

GAIN V. LOSS

ARGUMENT FRAMING EXAMPLE

GROUP 1

ACTION 1: 200 OF 600
PEOPLE WILL BE SAVED
ACTION 2: 33.3% CHANCE
ALL SURVIVE AND 66.6% NO
ONE WILL SURVIVE

GROUP 2

ACTION 1: 400 OF THE 600
PEOPLE WILL DIE
ACTION 2: 33% CHANCE NO
ONE DIES AND 66% CHANCE
EVERYONE DIES

NOTICE ITS THE SAME STATEMENT JUST DIFFERENT FRAMING



QUALITY V. QUANTITY

01

QUALITY ARGUMENT -
'GOURMET'

02

QUANTITY ARGUMENT-
'KITCHEN SINK'

SOME PEOPLE PREFER
ONE OVER THE OTHER

PERIPHERAL CUES

NUMBER OF ARGUMENTS USED



01

RELEVANT EVIDENCE
FACILITATES PERSUASION

02

EVIDENCE CAN SERVE AS
PERIPHERAL CUE

03

BEST WHEN AUDIENCE RELIES
ON CENTRAL PROCESSING

04

STATISTICAL PROOF >
NARRATIVE PROOF



R E P E T I T I O N

THINGS THAT BECOME FAMILIAR ARE LOOKED UPON MORE FAVORABLY (SAWYER 1981)

MORE THAN THREE REPETITIONS CAN BE SEEN AS TOO MANY AND DECREASE PERSUASIVENESS LEADING TO IRRITATION (PETTY & CACIOPPO 1979)

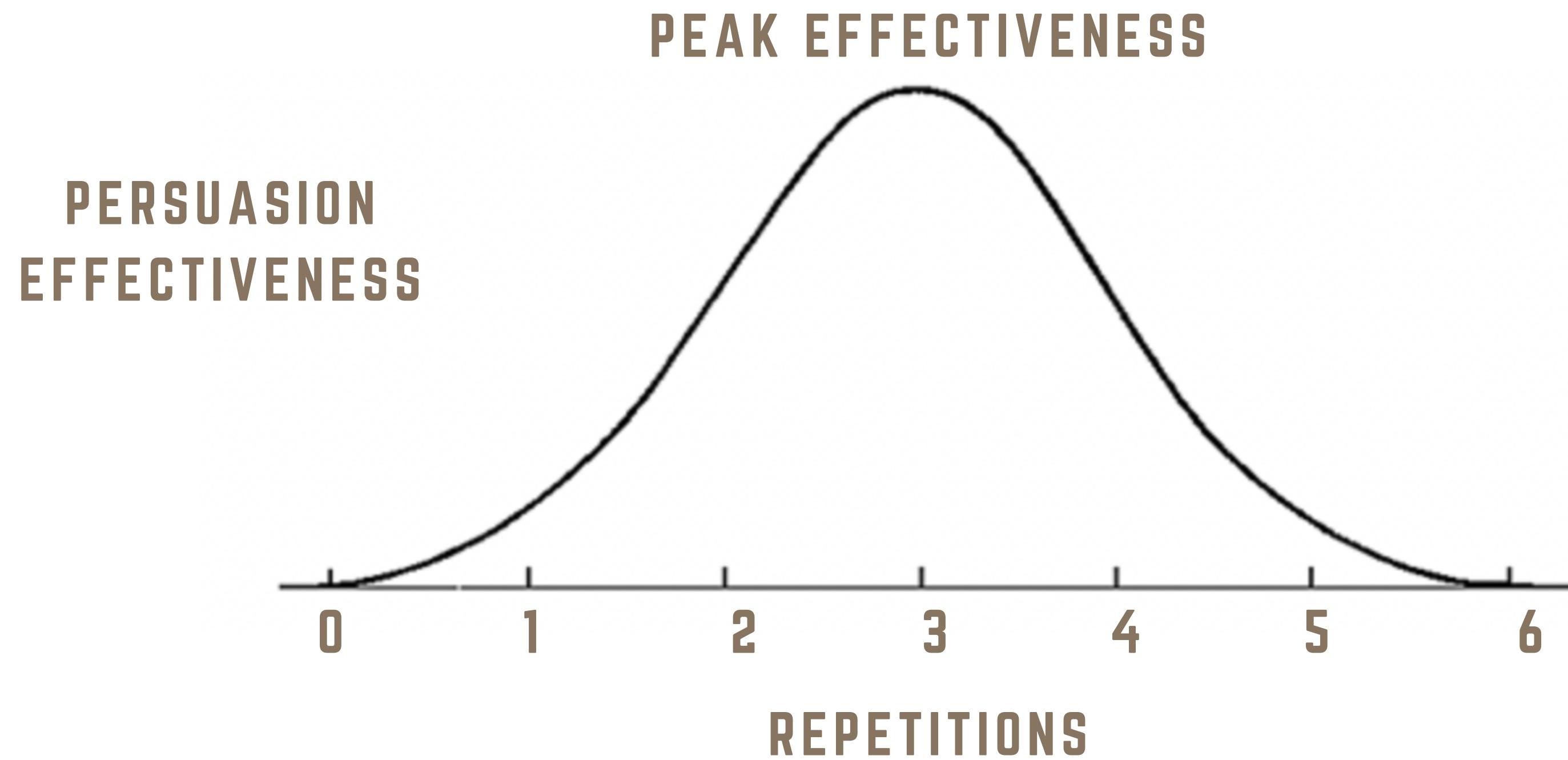
WHAT TO DO? AIM FOR ENOUGH REPETITION TO BE EFFECTIVE, BUT NOT TOO MUCH TO CAUSE NEGATIVE EMOTIONS

POSITIVE REPETITION

NEGATIVE REPETITION

GOAL

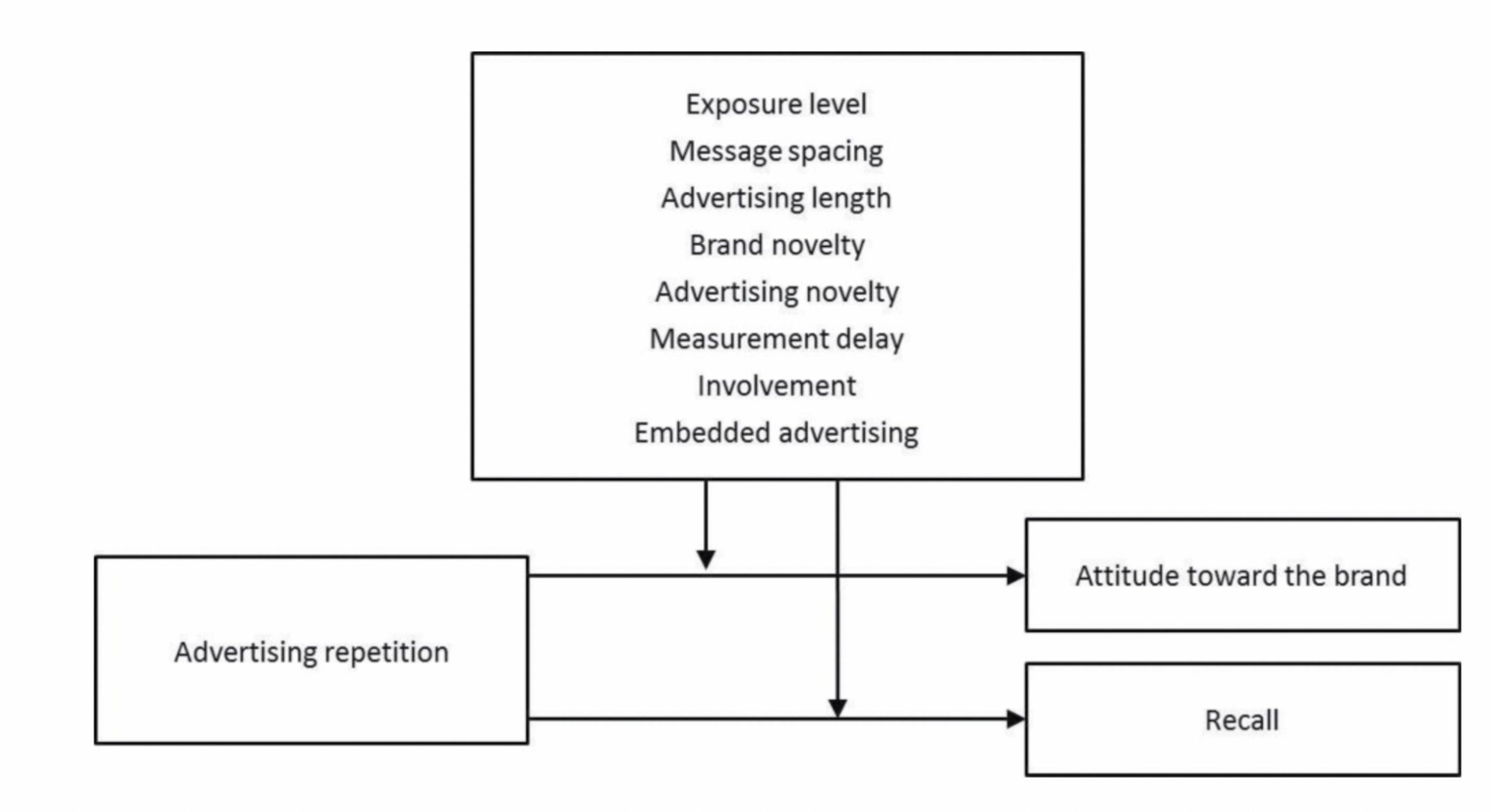
REPETITION U-CURVE



REPETITION ANALYSIS

ADVERTISING REPETITION: A META-ANALYSIS ON EFFECTIVE FREQUENCY IN ADVERTISING

[HTTPS://WWW.TANDFONLINE.COM/DOI/FULL/10.1080/00913367.2015.1018460?CASA_TOKEN=_J0JTx3STGwAAAAA%3AGFTYQuIhIIFBQLHYTFvLDRKTSc8q7ZXUJQX0AXDw1_1H-wwOCWRQDxKAQFQYJQMUKNJB50HWsk](https://www.tandfonline.com/doi/full/10.1080/00913367.2015.1018460?casa_token=_J0JTx3STGwAAAAA%3AGFTYQuIhIIFBQLHYTFvLDRKTSc8q7ZXUJQX0AXDw1_1H-wwOCWRQDxKAQFQYJQMUKNJB50HWsk)



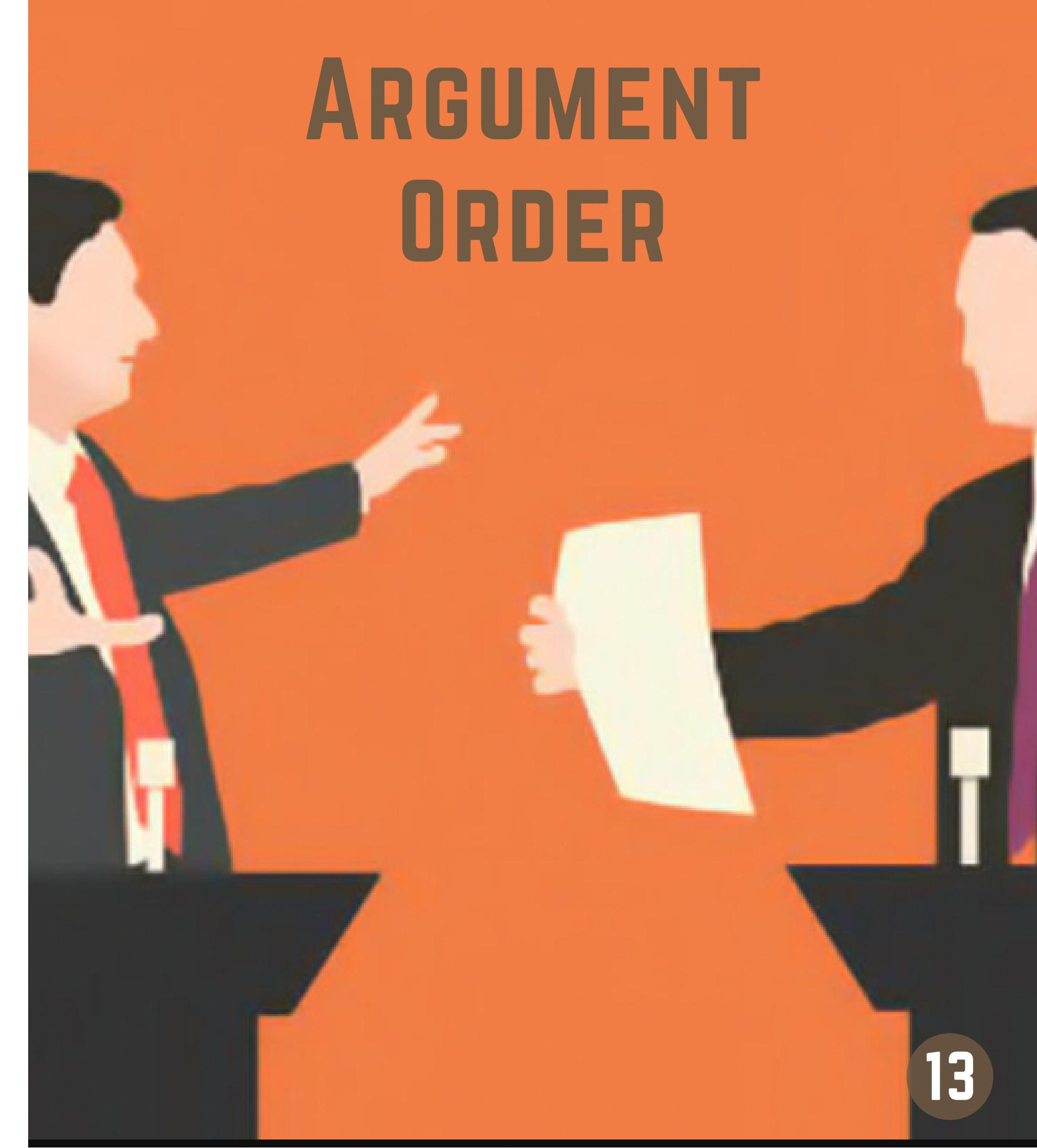
ARGUMENT ORDER

ANTICLIMAX ORDER - MOST
IMPORTANT FIRST,
PRIMARY EFFECT

PYRAMIDAL ORDER - MOST
IMPORTANT IN THE MIDDLE

CLIMAX ORDER - MOST
IMPORTANT LAST, RECENCY
EFFECT

ANTICLIMAX AND CLIMAX ARE
MOST EFFECTIVE (SIKKINK 1956)



IMPORTANCE OF ARGUMENT FRAMING



EFFECTIVE ARGUMENT ORDERING

PRIMACY EFFECT

FIRST PERSUASIVE MESSAGE -> SECOND PERSUASIVE MESSAGE -> TIME DELAY -> MEASUREMENT OF EFFECTS

RECENCY EFFECT

FIRST PERSUASIVE MESSAGE -> TIME DELAY -> SECOND PERSUASIVE MESSAGE -> MEASUREMENT OF EFFECTS

NEITHER

FIRST PERSUASIVE MESSAGE -> TIME DELAY -> SECOND PERSUASIVE MESSAGE -> TIME DELAY ->
MEASUREMENT OF EFFECTS

A S T R A T E T I C O G N I A E L S



PATRIOTISM



Pure pleasure
is inside.

SNOB APPEAL



BANDWAGON



PLAIN FOLK



BRIBERY



WORDING



SUMMARY

1. SOME AUDIENCES NEED EXPLICIT DIRECTION, OTHERS PREFER COMING TO THE CONCLUSION THEMSELVES
2. THE WAY A MESSAGE IS FRAMED CHANGES REACTION
3. QUALITY FOR A SCRUTINIZING AUDIENCE, QUANTITY FOR LESS DISCERNING AUDIENCE
4. EVIDENCE IS GOOD FOR PERSUASION
5. HOW REPETITION CAN INCREASE OR DECREASE PERSUASION
6. ARGUMENT ORDER AND IMPORTANCE



A large, abstract graphic element occupies the right side of the slide. It consists of several overlapping bands of color, primarily a light cream or beige shade, with darker orange-brown bands interspersed. These bands curve and overlap in a dynamic, organic pattern, creating a sense of movement and depth. The overall effect is reminiscent of a stylized landscape or a modern architectural rendering.

THANK YOU