Identify a well-known children's story character that your entire group is familiar with (examples: Santa Claus, Pippi Longstocking, Paddington Bear, Willie Wonka, Tinkerbell, Mr. McGregor, Little Red Riding Hood). Answer the questions below.

Which character did you choose?

Your response here

Name a persuasive attempt this character might make (include both the goal and the audience).

Your response here

**Part 1: Primary and Secondary Characteristics**

Which primary characteristics listed in the lecture notes apply to the character in this situation? Which do not?

Your response here

Which secondary characteristics listed in the lecture notes apply to the character in this situation? Which do not?

Your response here

**Part 2: Central and Peripheral Cues**

Audience evaluations of source credibility can also be described through the lens of the ELM.

What cues to the character's credibility (or lack of credibility) would operate through the central route?

Your response here

What cues to the character's credibility (or lack of credibility) would operate through the peripheral route?

Your response here