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COMM 1313-SEC013

Berry

March 28, 2016

Think & Act: Ch 12

T2: A person can damage their credibility by doing something unethical, immoral, or distasteful as seen by their audience. A person can enhance their credibility by aligning their viewpoints with their audience and making the audience think that the person is on the audience’s side (p. 263).

T3: People lie to their audiences because even though it’s unethical, it’s hard to detect without much thought and research. It’s effective (p. 263).

A2: To increase their credibility, I would suggest that this politician focuses on their proficiency with the political issues at hand, since that’s what they’re supposed to be judged on by their voters (p. 262).