

PERSUASION AND ARGUMENTATION

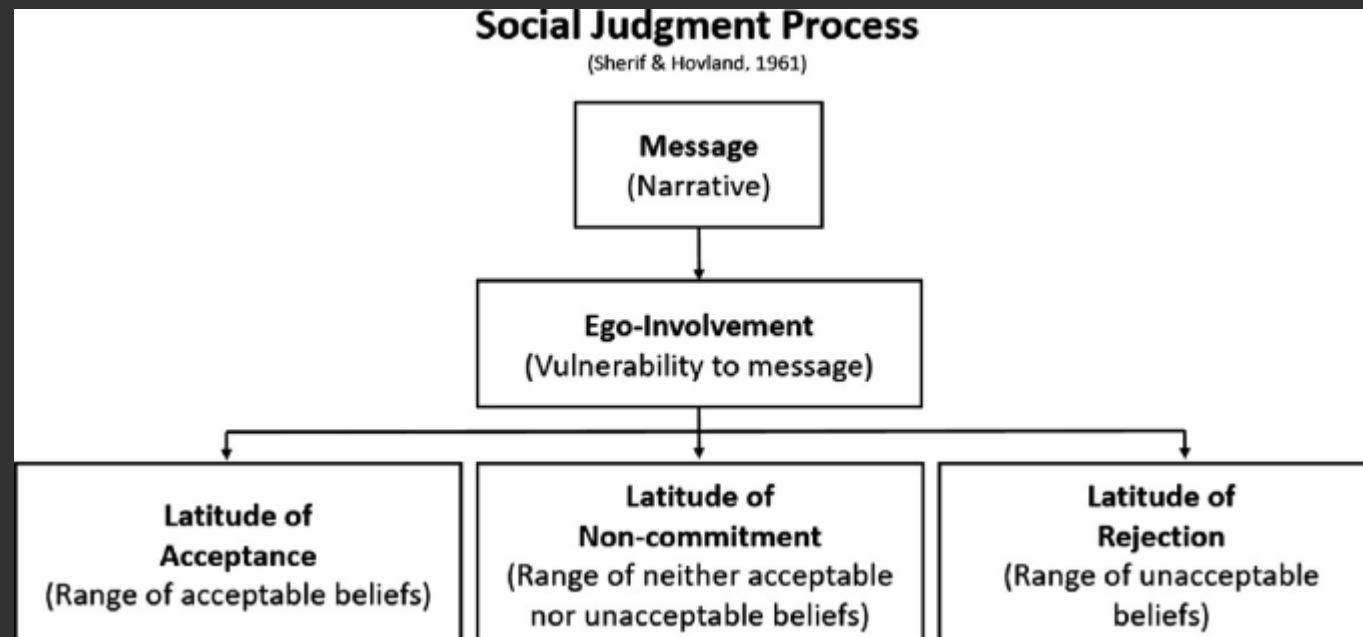
PERSUASION

An attempt to get a person to behave in a certain manner or embrace a point of view related to values, attitudes, and beliefs that they would not have done otherwise.

- Change attitudes
- Change values
- Change beliefs
- Change behavior

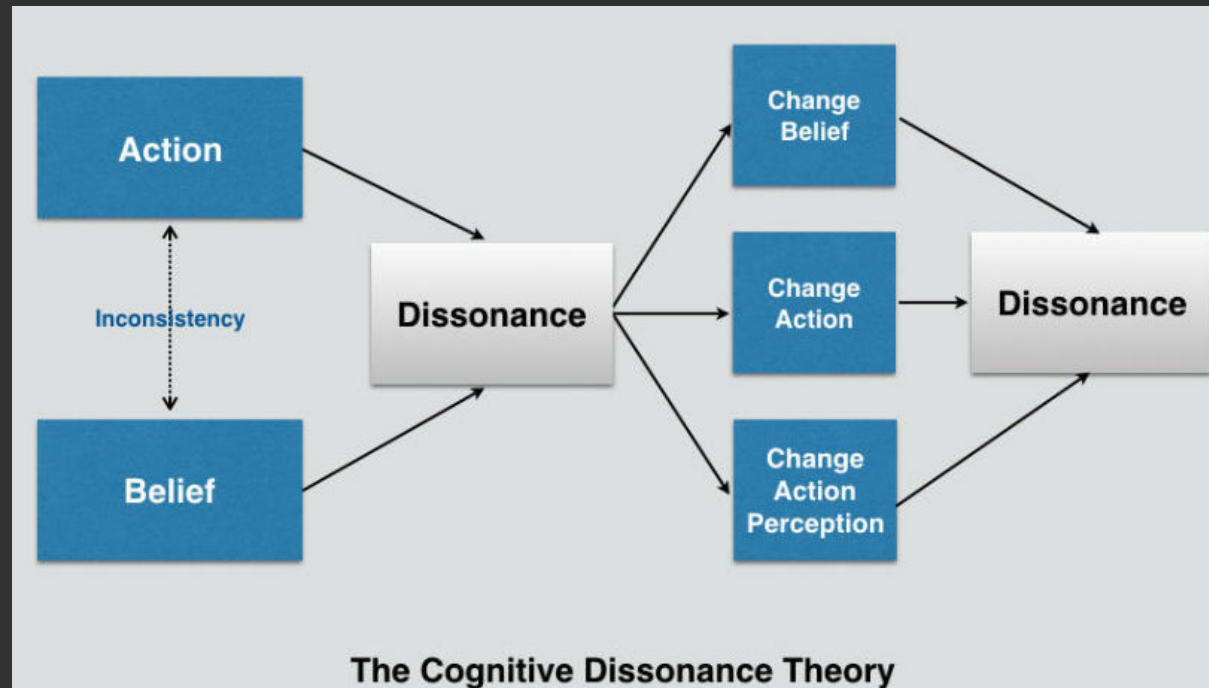
THEORIES OF PERSUASION

- ***Social judgment theory***: people's perceptions of attitudes, values, beliefs, and behaviors exist on a continuum including the *latitude of acceptance*, *latitude of non-commitment*, and *latitude of rejection*

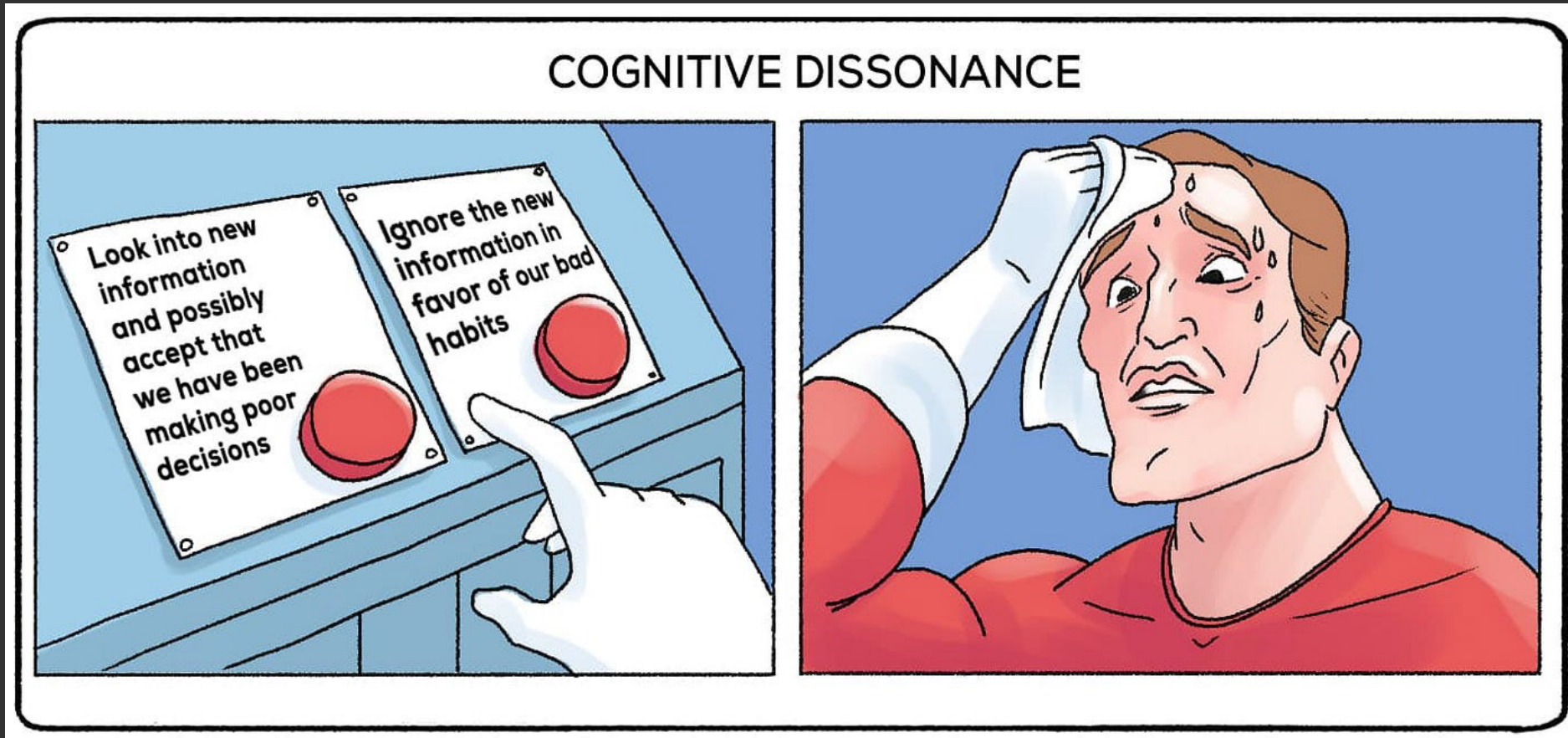


THEORIES OF PERSUASION

- ***Cognitive dissonance theory***: an aversive motivational state that occurs when an individual entertains two or more contradictory attitudes, beliefs, or behaviors simultaneously



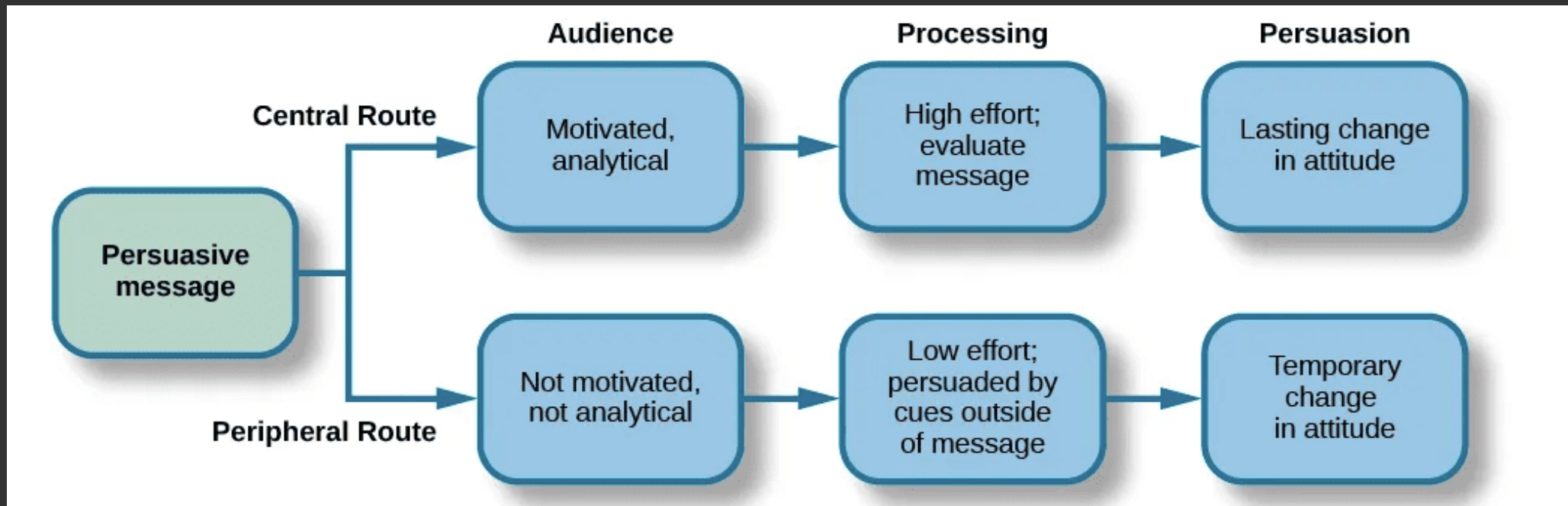
COGNITIVE DISSONANCE



THEORIES OF PERSUASION

- ***Elaboration likelihood model:*** a continuum from high elaboration or thought to low elaboration or thought.
 - ***Elaboration*** refers to the amount of thought or cognitive energy someone uses for analyzing the content of a message
 - ***Central route = high elaboration***
 - ***Peripheral route = low elaboration***

ELABORATION LIKELIHOOD MODEL



ARGUMENT AS PERSUASION

- How do you define argument?
- What words come to mind when you think of argument?
- Do you think of argument as a positive or negative?

TYPES OF ARGUMENT

- Argument-1: claims offered by arguers.
 - One person making a claim, no other participants; *advocacy*.
- Argument-2: types of interactions in which people engage.
 - Two or more participants; *discourse*.

ARGUMENT PROPOSITIONS

- Types of Propositions (claims/statements/resolutions)
 - Definitional
 - Fact
 - Value
 - Policy

PROPOSITIONS OF FACT

“Is / Is Not” Arguments

- Statements of belief/fact; state a relationship between phenomena and/or existence
 - “Converting to solar energy can save homeowners money.”
 - “The government is withholding information on UFOs.”
 - “Death is inevitable.”

PROPOSITIONS OF VALUE

“Right / Wrong” Arguments

- Statements of attitude; written by placing values in a hierarchy
 - “It is wrong to avoid jury duty.”
 - “The United States is the greatest nation on Earth.”
 - “In-person classes are better than online classes.”

PROPOSITIONS OF POLICY

“Should / Should Not” Arguments

- Statements calling to action, most typically to change the status quo
 - “Marijuana should be legalized for medicinal purposes in the United States.”
 - “Members of Congress should not be allowed to own stocks.”
 - “The NCAA should pay a reasonable stipend to college athletes playing money-making sports.”
 - “Drunk driving should have mandatory jail time.”
 - “NASA should use small, dedicated robots, *not* astronauts, to explore space.”