

# PERSUASION AND ARGUMENTATION

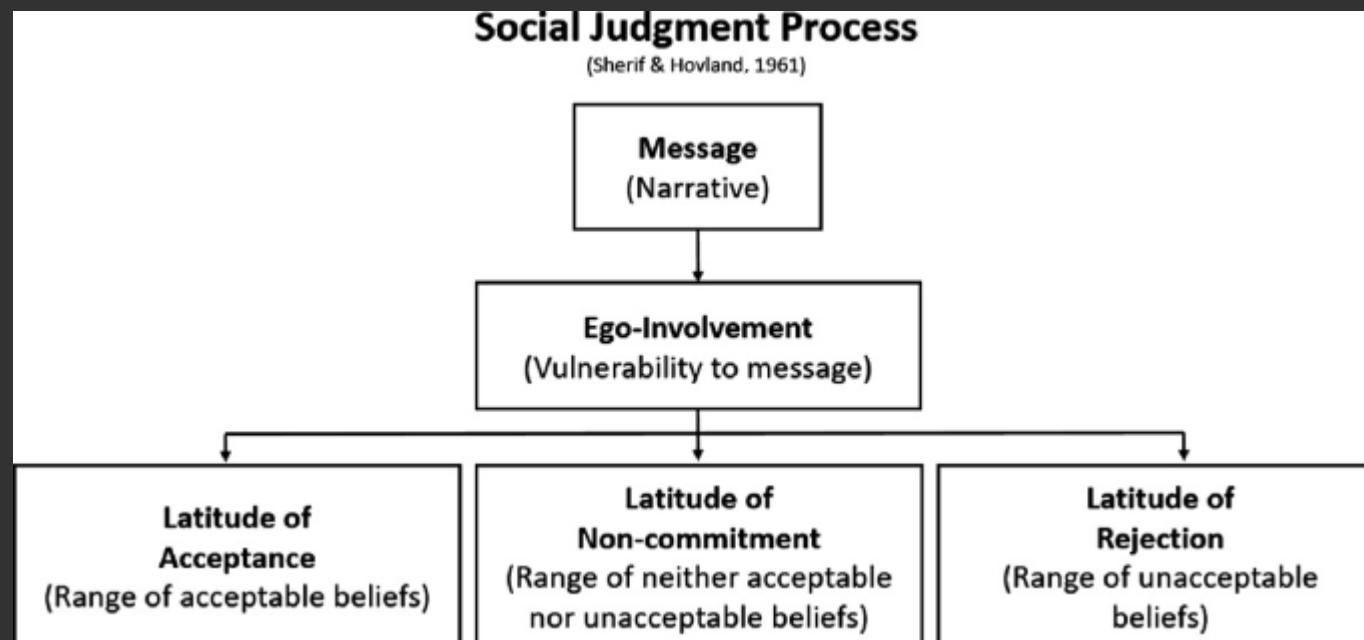
# PERSUASION

*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

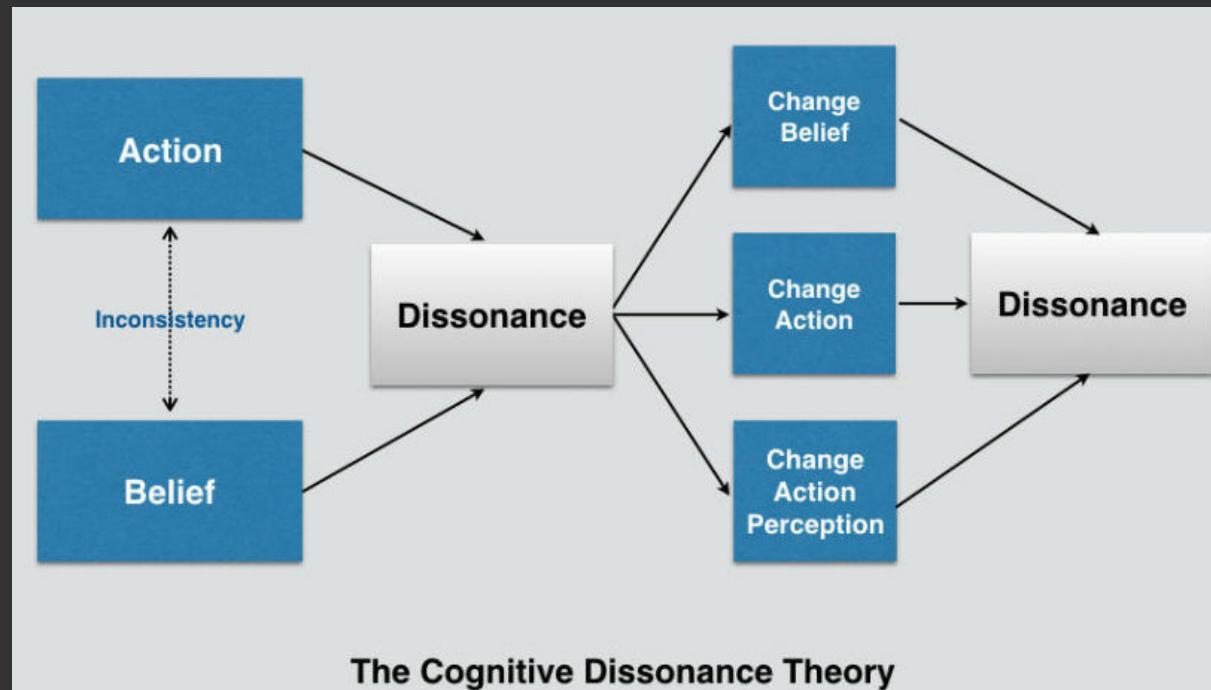
# THEORIES OF PERSUASION

- **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*

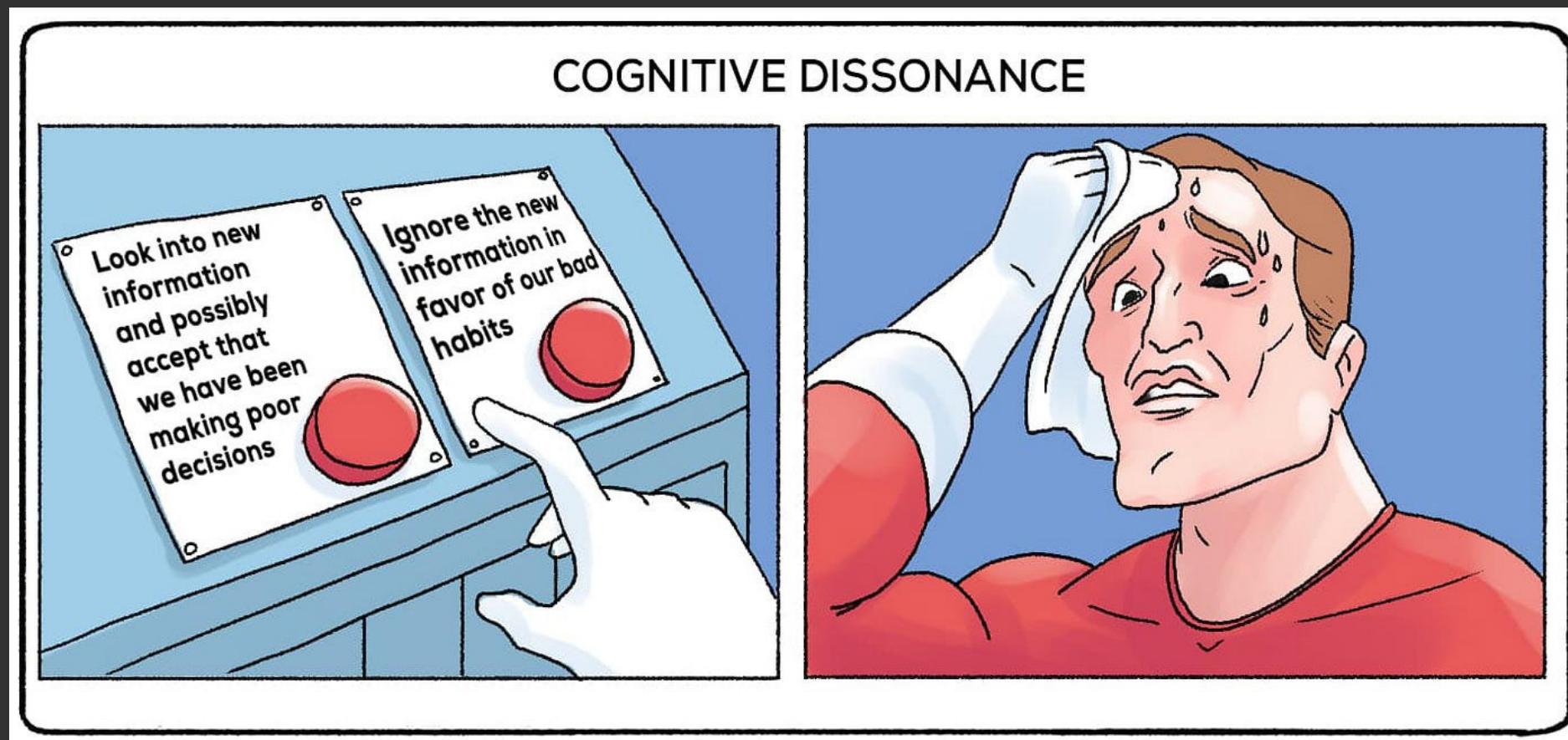


# THEORIES OF PERSUASION

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



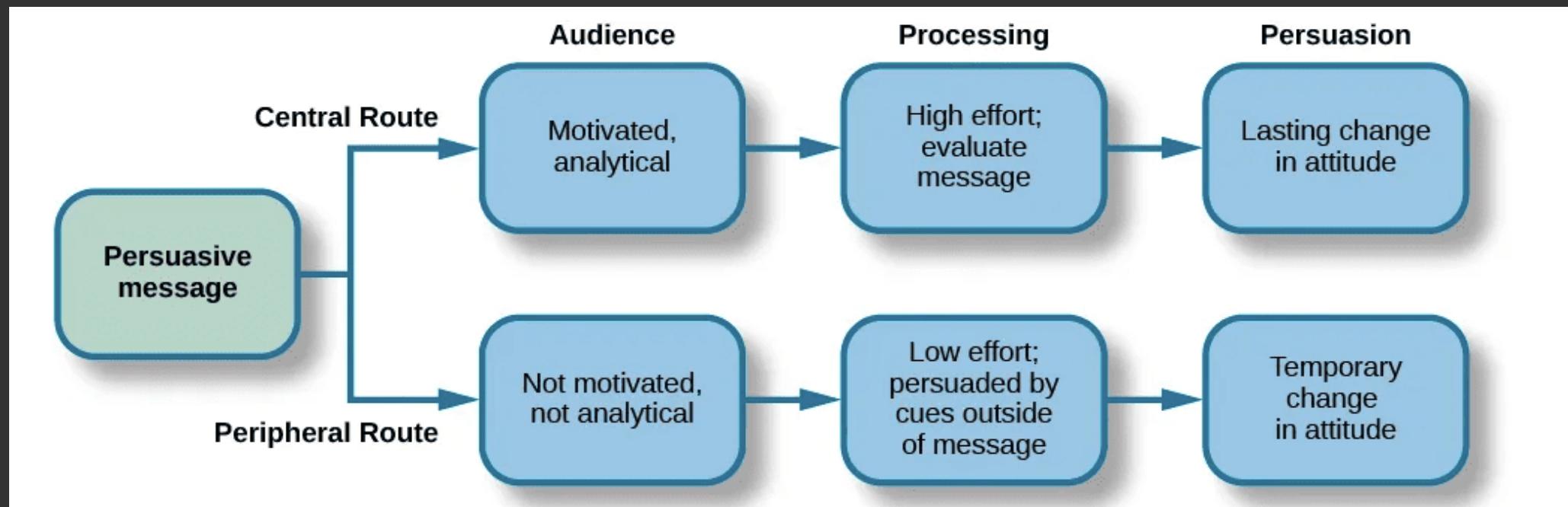
# COGNITIVE DISSONANCE



# 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.”