

COMM 339 - HOMEWORK FOR FRIDAY

Imagine you are trying to persuade a rational individual, an average, adult, taxpaying citizen. For each persuasive topic/goal below, **identify** the belief(s), and value(s) and/or motive(s) that should lead to a *favorable attitude toward the topic/goal below*.

- Support for the death penalty.
- Opposition to the death penalty.
- Support for including discussions on the use of birth control in high school health classes.
- Opposition to including discussions on the use of birth control in high school health classes.

Write out your answers (and label beliefs and values and motives correctly). I might collect them.