

Tips on Explaining Persuasion Moments/Examples

Be very careful not to assume additional material not explicitly mentioned is included in the example given on the exam.

ELM – Explain why processing will or will not occur in the example. Mention in your explanation a sub point (e.g. evidence weight or attractive source, etc.).

Rational Model - The example states something about beliefs being used to persuade (and a motive or value). Identify the **B** and the **V or M** as linked to **Att.**

Hovland's Learning Theory – Typically the example has something to do with understanding arguments and issues and often involves an incentive. Mention all 4 steps in your explanation.

McGuire's Two Stage Theory – The example of persuasive success depends critically on both “getting it” (understanding) AND a reason to go along (yielding). Mention both stages in your explanation.

Identity-Emotive Model – Most commonly involves TV ads or at least some sort of storytelling. Don't assume just because there is an identity mentioned or emotion that this theory applies. Explain how all 4 steps fit with the example.

Balance Theory - The example seems to be about liking or disliking a source (mentioned in the example). Identify the valance of **R toward S and C**.

Congruity - The example usually has something to do with both attitudes toward the concept AND the source changing (or maybe just the source). Explain how the favorability of the Source moves toward the persuader's Concept position.

Cognitive Dissonance - Indicate what's causing dissonance (discomfort due to inconsistency). Identify the case and explain the parallels of the example to the appropriate case including how the example shows reduction in dissonance.

Social Judgment Theory – Usually has to do with persuader views that are rejected due to being seen as too different or deals with persuaders adjusting messages to make them seem more similar to the audience (persuasion by degree). Mention Latitude of Acceptance and/or Rejection.

Attribution Theory – typically has to do with persuader credibility being enhanced by avoiding looking self-serving (or credibility being hurt by looking self-serving. Mention how the example shows a way to judge the persuader's (source's) credibility.

Theory of Reasoned Action – Typically has to do with persuasion problems that arise in spite of the fact the receiver is favorable to the idea/concept (but fearful or constrained in taking action). Mention BOTH Attitude toward Topic and Attitude toward BEHAVIOR.