The theory known as Elaboration Likelihood Model (ELM) is a theory that presents two routes in which a person is persuaded. This theory leans toward the social science side of communication theory. The two routes by which people are persuaded by persuasive argument are labeled central and peripheral. The central route of persuasion is about message elaboration and how this enacts change in its audience. The peripheral route is broken up into six different divisions of persuasion. Peripheral route is now to cause temporary change in the lives of its listeners. The six divisions of the peripheral route are reciprocation, consistency, social proof, liking, authority, and scarcity. These divisions are often seen on television and heard on radio in commercials or infomercials.

Elaboration Likelihood Model can prove why maybe decisions people make stick or just seem to fade away. The reason that those decisions are less appealing to the person is the fact that they made the decision on a whim, instead of logically being convinced to change their present state of mind or being. This is mostly seen on television with advertisements that get people's attention with big name stars and announce new devices or upgrades on old devices and then people are attracted to buy it and once they have it their feelings of needing that item have changed. But the viewer considers no evidential proof in order to make the decision that the item would do anything to better their way of life. So they were convinced peripherally. Most people use persuaded by the peripheral route, therefore most people resort to use it. Then there is central route which very few people use to enact change within a group of people. You see this type of persuasion in debate type settings on such issues of pro-life/pro-choice and evolution/creation. People are
presented with the issues and then left to decide their own view from the facts that have been presented.

I would say that this theory does ring true in my life. Many times I see things on television from the ads and I am convinced to try them. The Listerine Citrus commercial is the newest example for me. I saw it and they said it doesn’t burn like the old kind so I figured that I would try it. I think the biggest example of central persuasion was the day that I got saved. A man named Pastor Chavous stood at the pulpit and preached the unadulterated gospel to my ears and I heard proof of the gospel and believed that it was true. It has affected my life for eternity. It has become who I am and I can’t take it away without changing who I am.