PERSUASION THEORY EXAM

Answer each of the questions below on the exam itself. Write in ink, if possible. Be as specific and concrete as you can.

PART I. For each persuasion event described below, identify the theory which best accounts for why that technique might work AND explain how the theory fits the technique. (7 points each)

1. The computer phone salesman tried to get me to buy a Compaq laptop by first asking me if I used computers, then getting me to agree to the features he said I needed and telling me all the great features the Compaq had and finishing by showing me how I could use it for school and for recreation.

2. I tend to believe Jason Anderson’s advice that I should buy a Ford truck since he works for the Chevy dealer in town.

3. When I went to the mall, I saw some purses on the wall of a store with a large sign saying, “Big Sale” and then I looked at the tags saying things like “Was $50, now $7.” So I bought two.
4. When I’m trying to persuade people who disagree with me, I try to make my views appear NOT to be very different from theirs.

5. Sometime the teacher who has the most influence on a student can be one who the student doesn’t like very much.

6. When producing a “Proactive Solution” TV commercial, they put really attractive celebrities in the ad. People are impressed by that stuff and so they will buy the product.

The theories to use are: COGNITIVE-RATIONAL THEORIES -- Rational Model and ELM; LEARNING THEORIES -- Hovland, McGuire, and Identity-emotive; CONSISTENCY THEORIES -- Balance Theory (Heider), Cognitive Dissonance (4 cases); PERCEPTUAL THEORIES -- Social Judgement Theory, Attribution Theory, and the Theory of Reasoned Action (Fishbein-Ajzen).
PART II. *Briefly define each of the following terms:* (5 points each)

7. Factoid

8. Pre-persuasion

9. Sophists

10. Belief

PART III. For each persuasion theory listed below, **provide** a "persuasion tip" (a way a persuader could use the theory in a real-life situation) based on that theory. **Explain how** the tip fits the theory. (7 points each)

11. Hovland’s Learning Theory:

12. The Rational Model:
12. Imagine yourself, an MC college student, leading an effort to gain support from other MC students to register and vote for a student to serve on the Monmouth City Council. You will likely be giving speeches to student groups and recruiting supporters one-on-one. Describe how you would attempt to enhance your credibility with your fellow students (or the credibility of your selected sources). [Describe at least 4 specific methods.]