

Study Guide
Chapter 5 - ATTITUDE CHANGE/PERSUASION

Use any three of these concepts for your paper. Be sure to include all of the required examples.

1. Explain and give personal examples of the following terms as they relate to a communicator in a persuasive attempt:
(pick any three)

Likeability	Trustworthiness
Credibility	Reference Group
Speed of Speech	Expertise

2. Explain and give personal examples of the following terms as they relate to a communication in a persuasive attempt:
(pick any three)

Discrepancy	Rhetorical questions
Repetition	Distortion

3. Explain and give personal examples of the following terms as they relate to a situation in a persuasive attempt: (pick any three)

Forewarning	Distraction
Culture and Persuasion	Generating Positive Arguments

4. Explain and give personal examples of the following terms as they relate to a recipient in a persuasive attempt: (pick any three)

Need for social approval	Self-esteem
Need for cognition	Issue involvement
Commitment	Schemas

5. Explain and give personal examples of the three necessary components to make a fear appeal effective.

6. Explain and give personal examples of the difference between the peripheral and central routes to persuasion.

7. Identify a "propaganda" campaign that is related to some topic of importance to you. Identify the campaign and relate any three of the following terms to the campaign:

Stereotypes	Selective facts
Repetition	Us vs Them mentality
Appeals to Higher Authority	Assertion