

Persuasive Messages: The Process of Influence



Persuasive Messages

The Process of Influence

William L. Benoit and Pamela J. Benoit

Persuasive Messages is a guide to successful persuasion, providing a balance between theory and application. Firmly grounded in decades of research in the field, it offers a new approach using the Elaboration Likelihood Model to help readers understand how to construct effective persuasive messages. This model, so often neglected in other texts on persuasion, places a special emphasis on audiences, and how they react to, or process, persuasive messages.

The book is split into four accessible parts:

- Key concepts, sources, and the relationship between attitudes and behavior; the Elaboration Likelihood Model; and the nature of ethics in persuasion
- Designing effective persuasive messages, including refining purpose and message, and understanding and dealing with hostile and multiple audiences
- Theories of persuasion, including consistency, social judgment, and reasoned action
- Critical consumers of persuasive messages, discussing persuasion in advertising and in politics.

With its balance between theory and practice, the book works diligently to relate these concepts to the reader through diverse examples. **Persuasive Messages** makes it clear how students, as persuaders, can use the ideas from this book in the messages they create to achieve their goals.

"**Persuasive Messages** displays a mature judgment about how to teach and learn persuasion. The product of two very experienced scholar-instructors, the book commits to a basic theory – the Elaboration Likelihood Model – and shows how it informs both practice and reflection on other leading theories. This book is very well adapted to an introductory course with a practical component."

Dale Hampilo, Western Illinois University

"The blending of classical rhetoric and contemporary persuasion theory and meta-analysis results as applied to everyday practice represents an exciting and remarkable achievement. Understandable and comprehensive, the Benois begin the next generation of textbooks."

Mike Allen, UW-Milwaukee

William L. Benoit is Professor of Communication at the University of Missouri-Columbia and editor of the journal *Communication Studies*. He and his co-author Pamela J. Benoit were jointly awarded the Darrin Fisher Award for research in argumentation by the American Forensic Association.

Pamela J. Benoit is Vice Provost for Advanced Studies, Dean of the Graduate School, and Professor of Communication at the University of Missouri-Columbia. She has been awarded the William T. Kemper Fellowship for Excellence in Teaching as well as several other recognitions for contributions to research, teaching, and service.

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