

1. Record Nr.	UNINA9910155242603321
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Titolo	The dynamics of persuasion : communication and attitudes in the 21st century // Richard M. Perloff
Pubbl/distr/stampa	New York : , : Routledge, , 2017
ISBN	1-315-65771-6 1-317-32888-4
Edizione	[Sixth edition.]
Descrizione fisica	1 online resource (649 pages) : color illustrations
Collana	Routledge communication series
Disciplina	153.8/52
Soggetti	Persuasion (Psychology) Mass media - Psychological aspects Attitude change
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Foundations -- pt. 2. The nature of attitudes -- pt. 3. Changing attitudes and behavior -- pt. 4. Persuasive communication contexts.
Sommario/riassunto	The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades. Author Richard M. Perloff speaks to students in a style that is engaging and informational, explaining key theories and research as well as providing timely and relevant examples. The companion website includes materials for both students and instructors and expanding the pedagogical utilities. The sixth edition includes: updated theoretical and applied research in a variety of areas, including framing, inoculation, and self-affirmation; new studies of health campaigns; expanded coverage of social media marketing; enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion. The fundamentals of the book - emphasis on theory, clear-cut explanation of findings, in-depth discussion of persuasion processes and effects, and easy-to-follow real-world applications - continue in the sixth edition.