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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	""Cover""; ""Contents""; ""Part I - Fundamental Issues""; ""Chapter 1 - Persuasion in the Rhetorical Tradition""; ""Chapter 2 - The Effects of Message Features: Content, Structure, and Style""; ""Chapter 3 - Media Influence as Persuasion""; ""Chapter 4 - Outcomes of Persuasion: Behavioral, Cognitive, and Social""; ""Chapter 5 - On Being Persuaded: Some Basic Distinctions""; ""Part II - Theories, Perspectives, and Traditions""; ""Chapter 6 - Discrepancy Models of Belief Change""; ""Chapter 7 - Functional Attitude Theory"" ""Chapter 8 - Reasoned Action Theory: Persuasion as Belief-Based Behavior Change""""Chapter 9 - The Elaboration Likelihood Model""; ""Chapter 10 - Affect and Persuasion""; ""Chapter 11 - Reactance Theory and Persuasion""; ""Chapter 12 - Fear Appeals""; ""Chapter 13 - Narrative Persuasion""; ""Chapter 14 - Inoculation Theory""; ""Chapter 15 - Supportive and Persuasive Communication: Theoretical Intersections""; ""Part III - Contexts, Settings, and Applications""; ""Chapter 16 - Political Persuasion""; ""Chapter 17 - Persuasive Strategies in Health Campaigns"" ""Chapter 18 - The Sirena€?s Call: Mass Media and Drug Prevention""""Chapter 19 - Persuasion in the Marketplace: How Theories of

Persuasion Apply to Marketing and Advertising"; "Chapter 20 - Persuasion in the Legal Setting"; "Chapter 21 - Persuading in the Small Group Context"; "Chapter 22 - When Presumed Influence Turns Real: An Indirect Route of Media Influence"; "Chapter 23 - How Does Technology Persuade?: Theoretical Mechanisms for Persuasive Technologies"; "Author Index"; "Subject Index"; "About the Authors"

Sommario/riassunto

Persuasion is presented here on a micro to macro continuum, moving from chapters on cognitive processes, the individual, and theories of persuasion, to chapters highlighting broader social factors and phenomena related to persuasion, such as social context and larger scale persuasive campaigns. Each chapter identifies key challenges to the area and provides research strategies for addressing those challenges.
