

## Discussion and Short Essay Questions

### Chapter 1

1. Define persuasion. Why is this a good (useful) definition?
2. Why is persuasion preferable to apathy and coercion?
3. Why is persuasion considered a process?
4. Explain the three goals of persuasion.
5. Define beliefs. How are they different from values?

### Chapter 2

1. Explain how the “boomerang effect” relates to persuasion.
2. How can we learn about a message but not be persuaded?
3. Explain the two “routes” to persuasion.
4. How does involvement influence persuasion?
5. Why is “route” a poor description of the persuasion process?

### Chapter 3

1. Why is credibility important in persuasion?
2. How do trustworthiness and attractive influence persuasion differently?
3. What are the differences between intrinsic and extrinsic credibility?
4. Explain the influence of intrinsic credibility on highly involved audiences.
5. Why is appearing objective critical to persuasion?

### Chapter 4

1. Why is context relevant when assessing ethical behavior?
2. What are the differences between the male and female voice in the feminist perspective on ethics?
3. Explain the utilitarian perspective on ethics.
4. What are the major criticisms of the dialogic perspective on ethics?
5. Explain three guidelines for ethical persuasion.

## Chapter 5

1. How do audience attitudes towards a topic influence speech construction?
2. Explain how persuaders gather information about audiences.
3. Define two audience characteristics and how they may influence speech construction.
4. How might audience attitudes about the speaker affect persuasiveness?
5. Explain the importance of summary data.

## Chapter 6

1. Explain the five essential parts of an introduction.
2. What is the difference between a planning and speaking outline?
3. Explain the steps of the Motivated Sequence.
4. Define and explain two principles of outlining.
5. Explain the most effective two-sided organizational plan.

## Chapter 7

1. Explain the difference between inductive and deductive reasoning.
2. Explain the three tests of inductive reasoning.

3. Describe the two components of a recommendation.
4. Describe two factors of interest.
5. Explain the rule for using evidence in a speech.

## Chapter 8

1. Explain major differences between plain and grand speaking styles.
2. Define the four stylistic goals.
3. How do symbols shape reality?
4. Define the characteristics of symbols.
5. Explain the difference between oral and written style.

## Chapter 9

1. How can a speaker adapt to a hostile audience? Provide three strategies.
2. Why are strategies for hostile audiences appropriate for all audiences?
3. How can the situation affect the audience?
4. Describe three cues of an apathetic audience.
5. Explain two strategies for dealing with multiple audiences.

## Chapter 10

1. Explain Balance theory.
2. Why is dissonance a concern for the speaker after the speech?
3. Explain two limitations of Congruity Theory.
4. Explain selective exposure.

5. Which theory best explains the persuasion process? Why?

## Chapter 11

1. Explain the importance of involvement in Social Judgment Theory.
2. Explain how perceptual errors decrease persuasion.
3. Explain acceptance, non-commitment, and rejection latitudes.
4. Explain the curvilinear relationship between discrepancy and attitudes.
5. Evaluate the usefulness of Social Judgment Theory.

## Chapter 12

1. Explain how behavioral intentions are a “bridge” between attitudes and behaviors.
2. In what important ways is this theory different than the ones previously studied?
3. Define the components of subjective norms.
4. Explain the two components of attitudes toward behavior.
5. Explain why the normative behavior would be more influential than the attitude towards behavior in high self-monitors.

## Chapter 13

1. Explain how individual influence impact persuasion in advertising.
2. What are the ethical issues faced by advertisers?
3. Explain the situational factors that influence persuasion.
4. Explain three questions used to assess an advertisement.
5. Explain three types of research conducted by advertisers.

## Chapter 14

1. Explain the three functions of campaign discourse.
2. Explain how incumbency affects campaigns.
3. Define and explain the topics of campaign discourse.
4. Explain how candidates plan campaigns.
5. Explain the difference between primary and general elections.