

Persuasive Messages: The Process of Influence

By William Benoit, Pamela Benoit

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Designed to help students become more successful persuaders, *Persuasive Messages* offers practical advice on refining purpose, understanding audience, and designing a persuasive message. This textbook combines theory and practice, adopting a cognitive approach to understanding the persuasion process.

- A guide to successful persuasion, using student-friendly examples to provide a much-needed balance between theory and application
- Offers a new approach using the Cognitive Response Model, which places a special emphasis on audiences, and how they react to, or process, persuasive messages
- Covers a broad range of issues including: the relationship between attitudes and behaviour; the nature of ethics in persuasion; dealing with hostile and multiple audiences; and theories of persuasion, including consistency, social judgment, and reasoned action
- Teaches readers to be critical consumers of persuasive messages by discussing persuasion in advertising and in politics
- Lecturer resources available at www.blackwellpublishing.com/benoit

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Editorial Review

Review
"*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 base 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 Hample, 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 Benoits begin the next generation of textbooks."
Mike Allen, UW-Milwaukee"This clearly written book [does] a particularly good job of combining theory and application. References [are] comprehensive, … and the material well presented and accessible. Recommended." *Choice*

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From the Back Cover
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.

Users Review

From reader reviews:

Christine Pena:

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