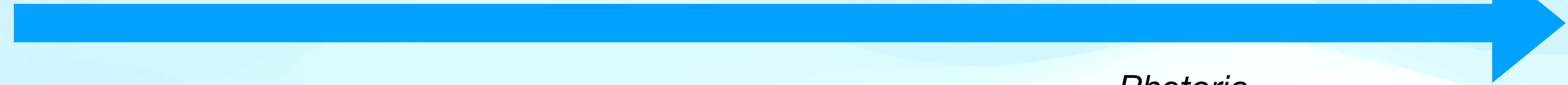


Test Preparation

Social Influence + Group/Organizational Communication

Persuasion

Public Rhetoric



Elaboration Likelihood Model

Rhetoric

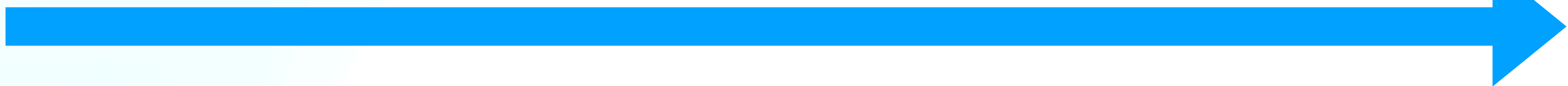
Cognitive Dissonance

Dramatism

Narrative Paradigm

Group Communication

Organizational Comm



Symbolic Convergence

Cultural Approaches to Organizations

Communicative Constitution of Organizations

Persuasion

Elaboration Likelihood Model

To what extent will we be persuaded in the central route/peripheral route?

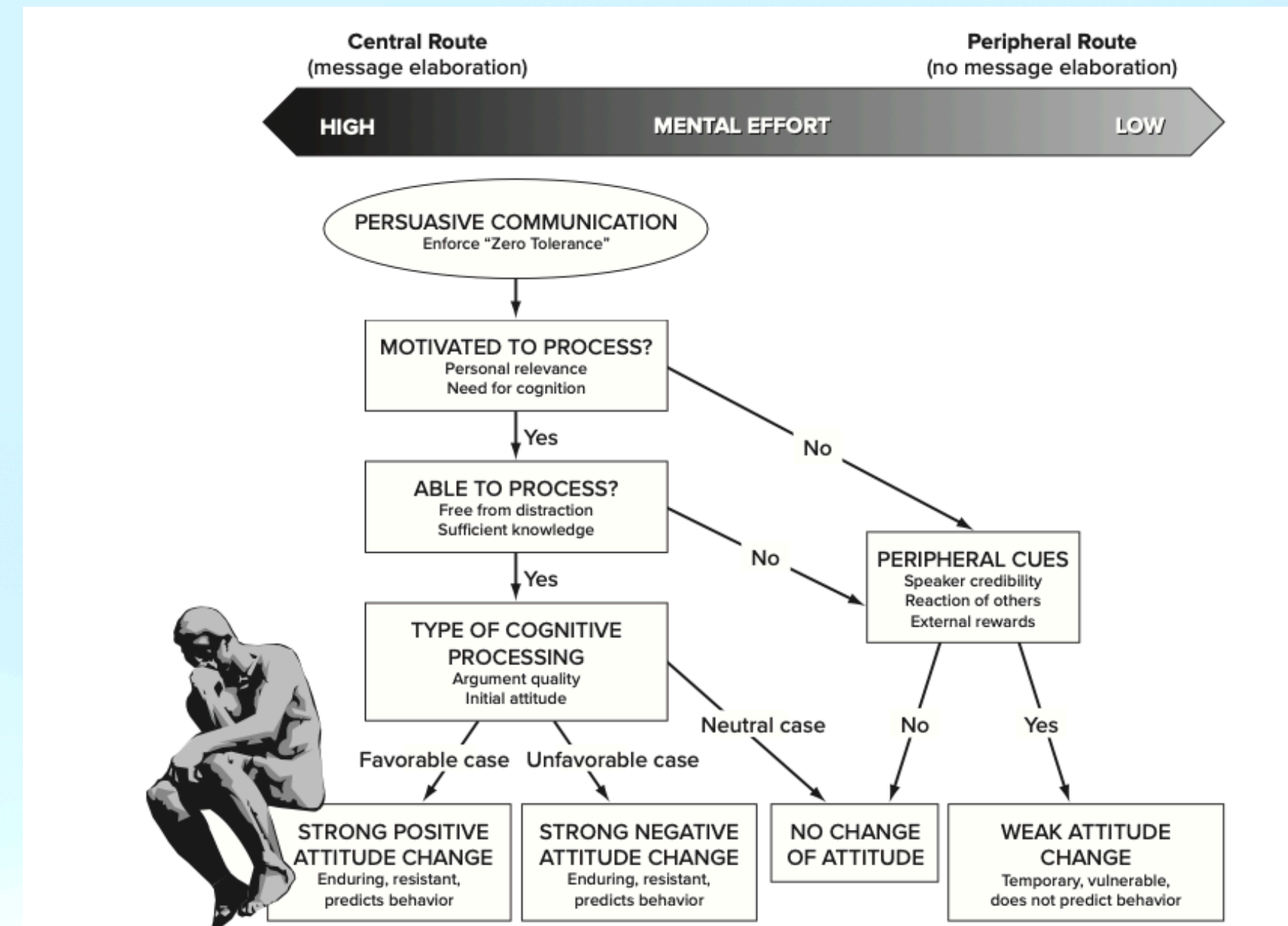


FIGURE 15-1 The Elaboration Likelihood Model
Based on Petty and Cacioppo, "The Elaboration Likelihood Model of Persuasion"

- Reciprocation
- Consistency
- Social Proof
- Liking
- Authority
- Scarcity

Cognitive Dissonance Theory

We have mental tension after feeling dissonance between belief and action, or two beliefs, and we need mental mechanisms to reduce dissonance.

Selective Exposure

I only talk with friends who never say "quit smoking".

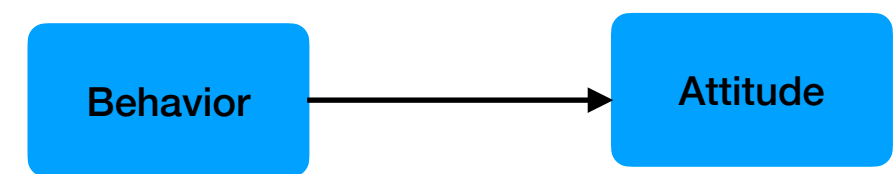
We avoid any information that could be against our belief.

Postdecision Dissonance

I keep hanging out with fellows smoking cigars, after people told me it's not good.

We convince ourselves that we've made the right choice after facing a close-call decision.

Minimal Justification

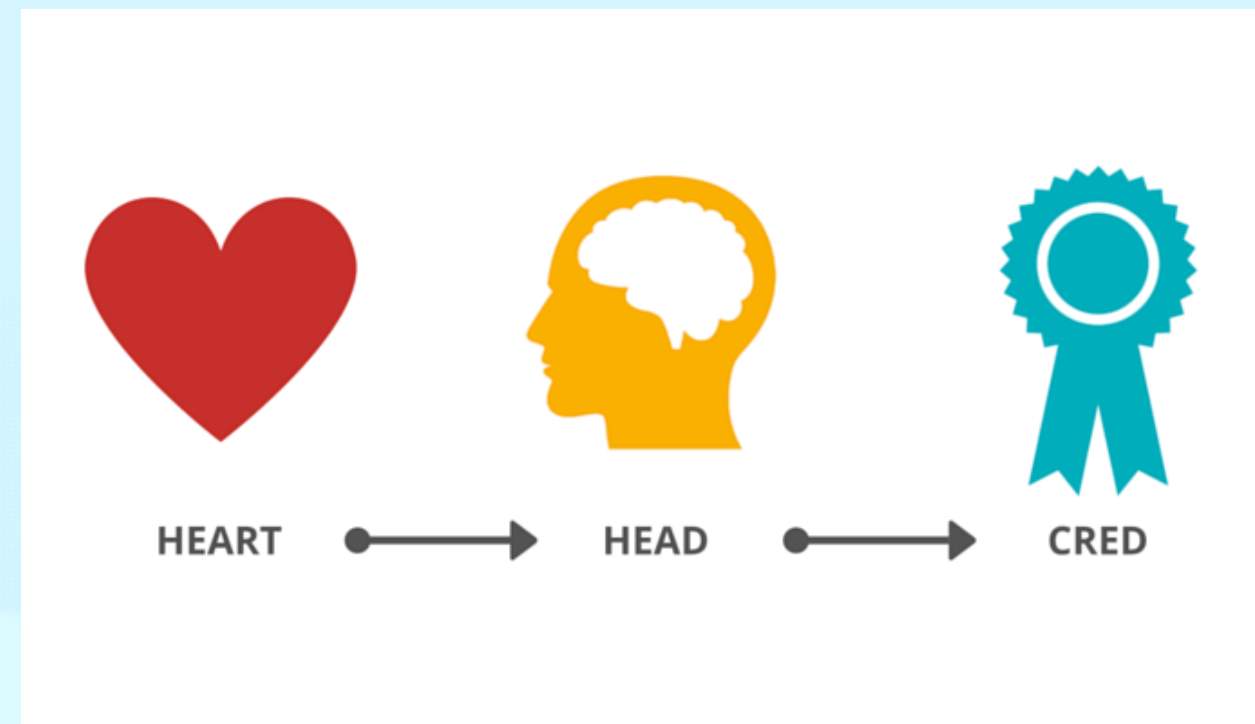


We change our attitude to justify our behaviors, to eliminate dissonance.

Public Rhetoric

Rhetoric

We should use rhetoric theory to understand all public address.



- Enthymeme: a type of syllogism (reasoning) that leaves out an accepted premise.
- Three components of credibility: Perceived Intelligence, Virtuous Character, Goodwill.
- Five canons of Speech: Invention, Arrangement, Style, Delivery, Memory

Dramatism

A technique of analysis of language and thought as modes of action rather than as means of conveying information

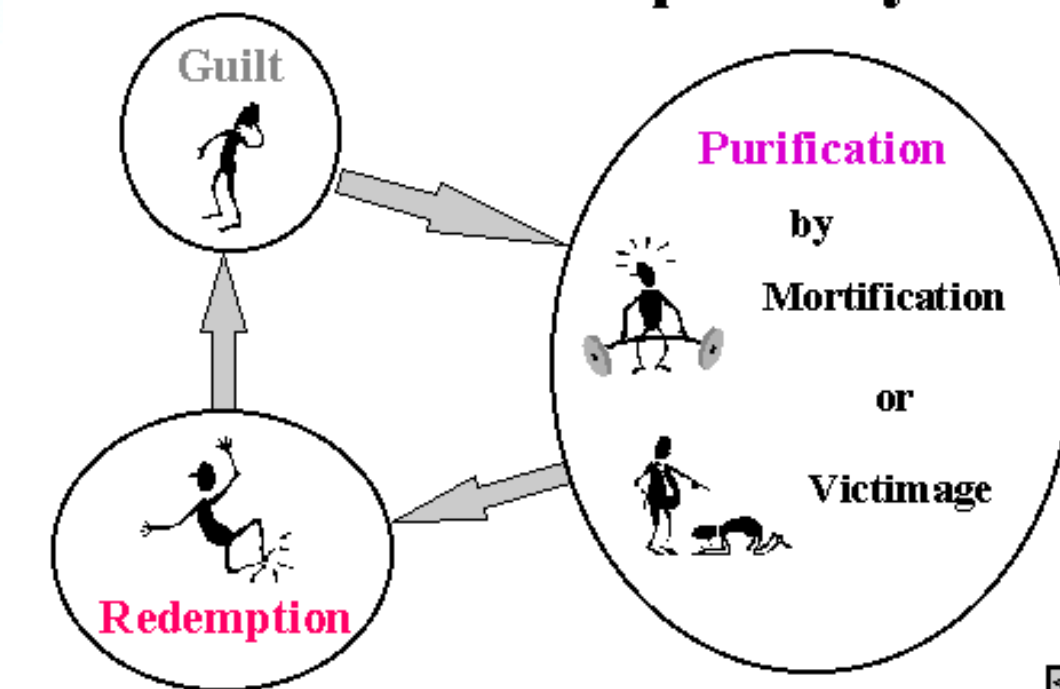
ACT	What is being done
AGENCY	Mean by which an action occurs
AGENT	Person doing the act
SCENE	Setting/background for action
PURPOSE	Reason or rationale behind action

Narrative Paradigm

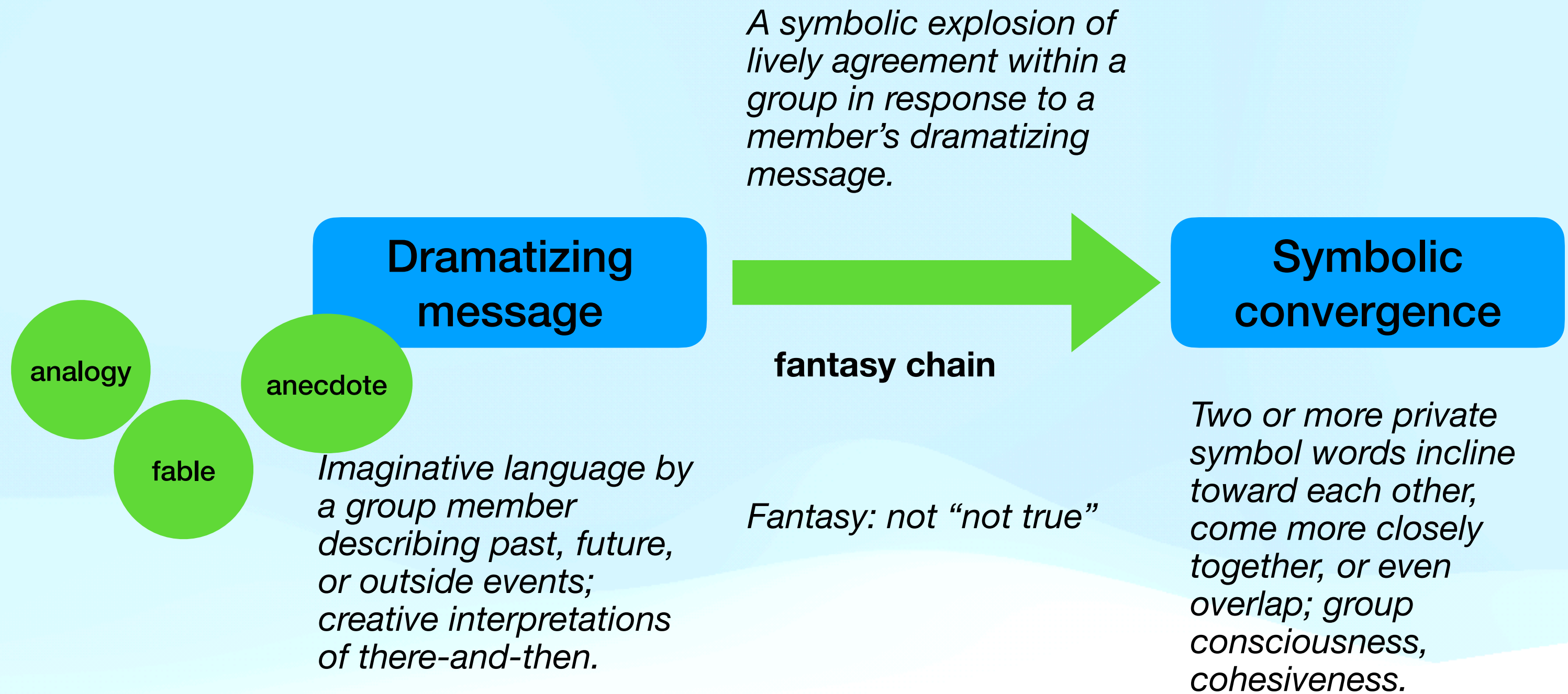
Narration involves symbolic actions that have sequence and meaning for those who live, create, or interpret them.

- Paradigm: a universal model that calls for people to view events through a common interpretive lens.
- Narrative coherence: Internal consistency with characters acting in a reliable fashion. The story hangs together.
- Narrative fidelity: Congruence between values embedded in a message and what listeners regard as truthful and humane; the story strikes a responsive chord.

The Guilt-Redemption Cycle

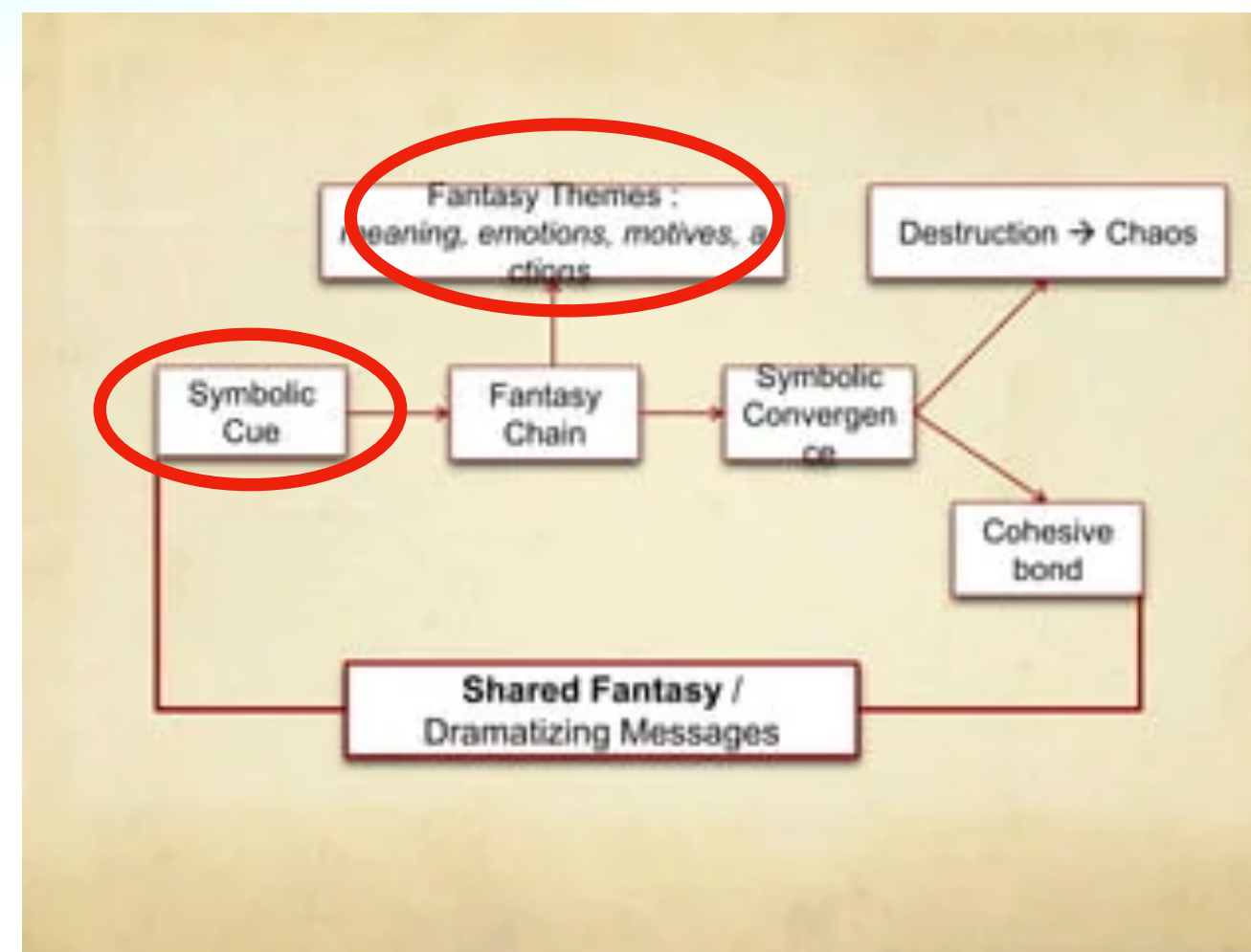


Group Comm



Symbolic Convergence Theory

Sharing group fantasies creates symbolic convergence.



- Rhetoric Vision.
- Rhetoric Community.

Organizational Comm

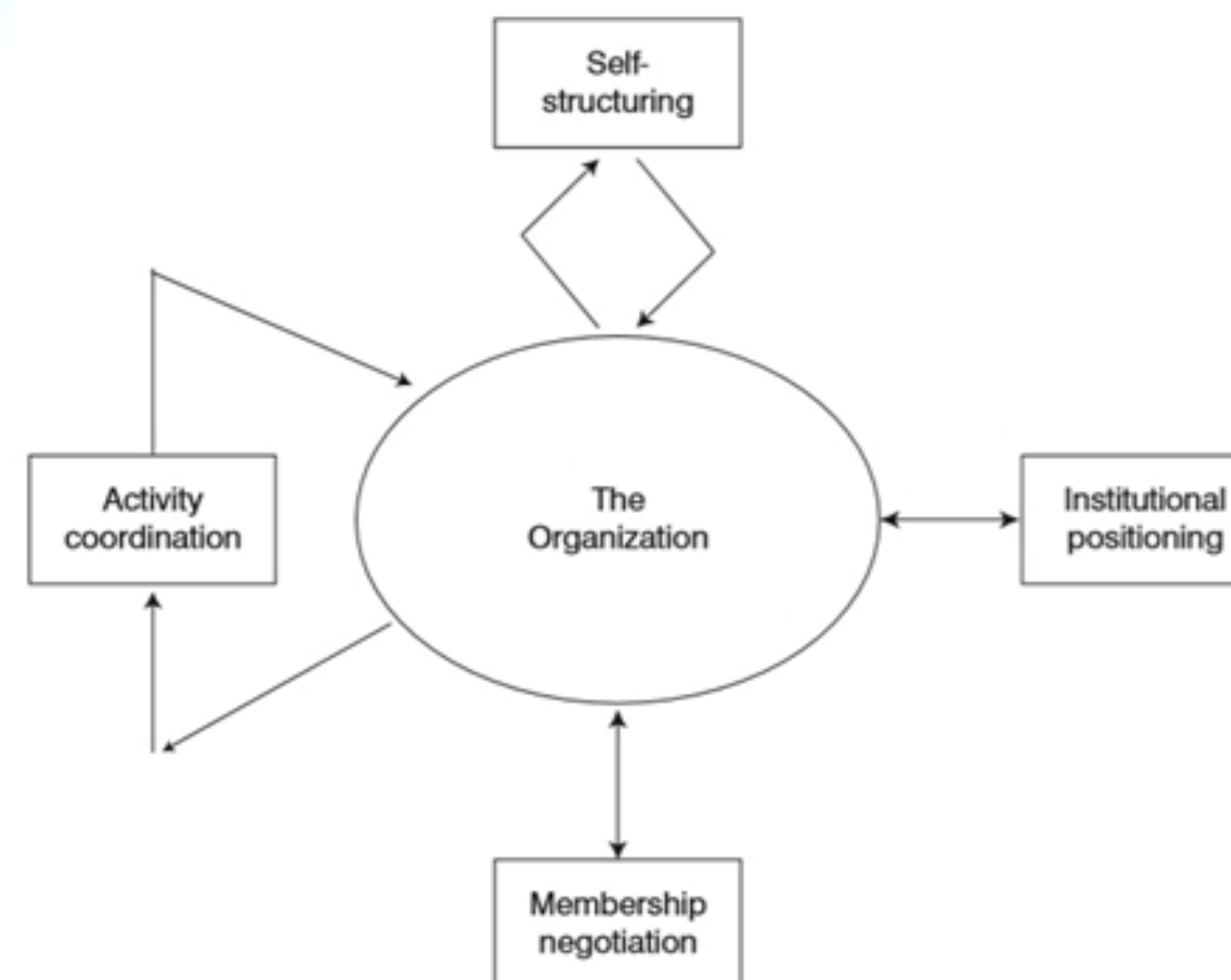
Cultural Approaches to Organizations

We should use cultural understandings to understand the organizations

- Culture; Cultural Performance.
- methodology: ethnography.
- Three types of stories: corporate stories, personal stories, and collegial stories.

Communicative Constitution of Organization

The communication creates, or constitutes, an organization



- All flows are necessary for organizations.
- Different flows happen in different places.
- The same message can address multiple flows.
- Different flows address different audiences.

Thank you and good luck!