

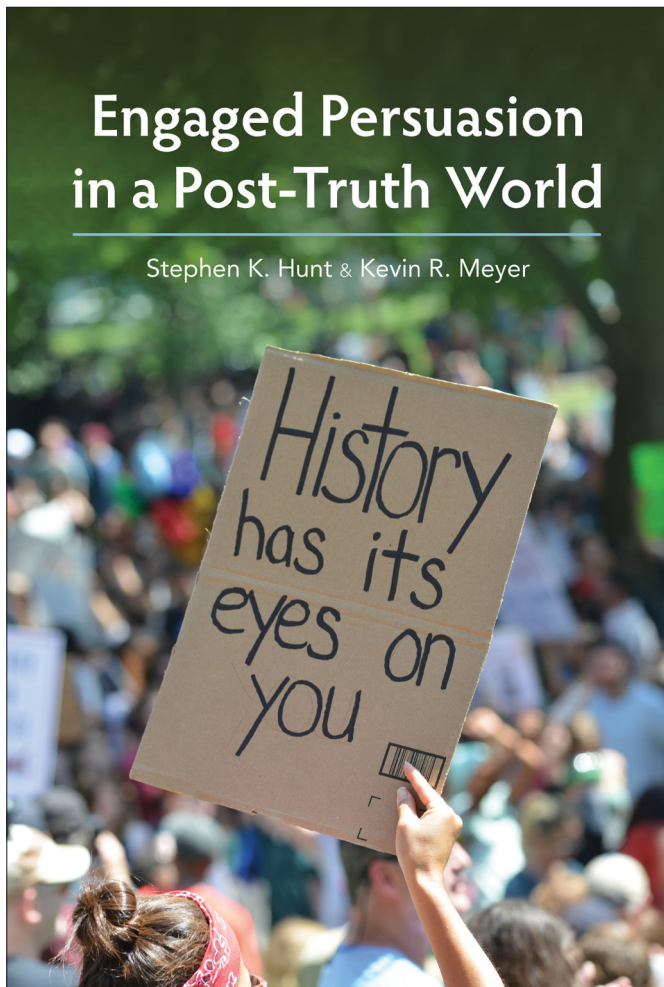
INSPIRING ACADEMIC EXCELLENCE THROUGH

# INNOVATIVE TITLES



## Engaged Persuasion in a Post-Truth World

Stephen K. Hunt & Kevin R. Meyer



### Engaged Persuasion in a Post-Truth World

Stephen K. Hunt and Kevin R. Meyer

**Print:** \$87.95

**EBook:** \$75.95

**Pages:** 450 pg | **ISBN:** 978-1-5165-4823-1 | © 2022

Interested in considering this text for your course?  
**Visit [titles.cognella.com](https://titles.cognella.com) to request  
a FREE digital review copy today.**

*Engaged Persuasion in a Post-Truth World* provides an innovative approach to inspire students' interest in persuasive communication in today's ever-evolving world. The book moves beyond theory and addresses new media, engaged citizenship, and deconstructing messages in a post-truth world to deepen students' exploration of persuasion.

This multi-disciplinary, research-driven textbook highlights contemporary studies in persuasion. It covers the dynamics of persuasion, including important source, receiver, and message components while also exploring the effects of persuasive communication on receivers' attitudes, values, beliefs, and behaviors. Students examine the application of persuasive communication concepts and theories to their lives in multiple contemporary contexts, such as campus, residence, workplace, classroom, and online communities.

Unique themes explored in the book include the application of contemporary persuasion theory and research to the post-truth era, the influence of new media on persuasive communication, and how students can use persuasion to become civically engaged and advance the common good.

A highly relevant and wholly original approach, *Engaged Persuasion in a Post-Truth World* is an exemplary text for courses in persuasive communication.

**Stephen K. Hunt** (Ph.D., Southern Illinois University) is a professor and the director of the School of Communication at Illinois State University and past president of the Central States Communication Association. Dr. Hunt is the coauthor of *Engaging Communication* and *Quantitative Research in Communication*.

**Kevin R. Meyer** (Ph.D., Ohio University) is an associate professor in the School of Communication at Illinois State University. His research interests include instructional communication, argumentation and debate, and communication education. Dr. Meyer's research has appeared in *Journal of Communication Pedagogy*, *Communication Education*, and *Higher Learning Research Communications*, among others.

**[titles.cognella.com](https://titles.cognella.com)**

An imprint of Cognella, Inc. © Copyright 2021  
[adopt@cognella.com](mailto:adopt@cognella.com) | 858.552.1120

# TAKE A LOOK AT THE TABLE OF CONTENTS



cognella<sup>®</sup> ACADEMIC  
PUBLISHING

## **Chapter 1 Scope of Persuasive Communication 1**

Benefits of Studying Persuasion 2  
Defining Persuasive Communication 4  
Aims of Persuasion 9  
Dual Process Models of Persuasion 16  
Cialdini's Model of Persuasion 20

## **Chapter 2 Ethical Implications of Persuasion 31**

Ethical Guidelines 32  
Dark Side of Persuasive Communication 39  
Deception in Persuasive Interpersonal Communication 44  
Persuasion in a Post-Truth Era 52

## **Chapter 3 Using Persuasion for the Common Good 61**

Persuasion and Civic Engagement 62  
Persuasion and Group Decision Making 74

## **Chapter 4 Persuasive Campaigns and Social Movements 86**

Persuasive Public Communication Campaigns 87  
Persuasion and Social Movements 102

## **Chapter 5 Theories Predicting Behavior 111**

Theory of Reasoned Action 112  
Theory of Planned Behavior 117  
The Reasoned Action Approach 128  
Attitude Accessibility Theory 130

## **Chapter 6 Constructing Persuasive Messages 135**

The Toulmin Argument Model 136  
Framing Persuasive Messages 146  
Persuasive Appeals 148

## **Chapter 7 Source Characteristics and Persuasion 169**

Source Credibility 170  
Research Related to Source Credibility 175  
Strategies for Enhancing and Repairing Source Credibility 185

## **Chapter 8 Compliance-Gaining Techniques and Sequential Persuasion 193**

Early Approaches to Compliance Gaining 194  
Compliance-Gaining Design Logics 204

Compliance-Gaining Goals 207  
Problematizing Compliance-Gaining Research 209  
Sequential Persuasion 209

## **Chapter 9 Message Processing Theories and Research 217**

Dual Process Models of Persuasion 218  
Social Judgment Theory 224  
Bolstering Resistance to Persuasion 231

## **Chapter 10 Receiving Persuasive Messages 244**

Individual Characteristics and Persuasion 245  
Priming and Piquing Receivers 255  
Mood and Persuasion 260  
Motivated Reasoning Theory 263

## **Chapter 11 Theories of Behavioral Reactions 271**

Psychological Reactance Theory 272  
Diffusion of Innovations Theory 279  
Cognitive Dissonance Theory 284

## **Chapter 12 Language and Nonverbal Persuasion 293**

Language Factors 294  
Nonverbal Behaviors 305

## **Appendix A Persuasive Public Speaking 321**

Topic Selection 322  
Locating and Incorporating Supporting Material 324  
Organizing Persuasive Claims 330  
Group Persuasive Presentations 337

## **Appendix B Academic Research and Theory 342**

Academic Source Citations 343  
Reading Academic Research 344  
Measurement 347  
Understanding Theory 352

## **Glossary 357**

## **References 368**

## **Index 413**

[titles.cognella.com](https://titles.cognella.com)

An imprint of Cognella, Inc. © Copyright 2021  
adopt@cognella.com | 858.552.1120