



The Dynamics of Persuasion: Communication and Attitudes in the 21st Century (Routledge Communication Series)

Richard M. Perloff

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This completely revised second edition of the best-selling text presents an up-to-date, comprehensive introduction to persuasive communication and attitude change. Employing the same organizational strategy he used in the first edition but offering more applications and fresh examples, Richard Perloff systematically explores the impact of persuasive communications on attitudes toward a host of topics spanning health, politics, and racial prejudice.

This text will:

- *enhance students' understanding of persuasion theories and research;
- *introduce readers to the social science perspective on persuasion;
- *expose students to major issues discussed in the field of persuasion research;
- *help students appreciate complexities and subtleties in the dynamics of everyday persuasion; and
- *raise consciousness about the ethics of contemporary persuasion.

Part I introduces students to the ubiquity of persuasion, how it is defined and differentiated from related terms, and the meaning of core concepts like attitude, belief, and value. Perloff combines a discussion of major concepts, such as balance theory, accessibility, and the theory of reasoned action with application of these concepts to numerous situations in everyday life, including the Clinton-Lewinsky scandal, body art, religion, abortion, and AIDS prevention.

Part II of the book explores communication and attitude change. Contemporary theories, such as the Elaboration Likelihood Model, the Extended Parallel Process Model, and Cognitive Dissonance Theory are discussed in detail. Students and professors will find an up-to-date discussion of research generated by these theories, coupled with criticisms of theoretical perspectives.

Part III of the book examines advertising and communication campaigns. After introducing students to advertising--using well-known advertising slogans and motifs--Perloff debunks subliminal advertising and describes major theories of advertising effects.

Written for the upper-undergraduate level, *The Dynamics of Persuasion* is appropriate for courses in the social sciences, notably communication, speech, journalism, psychology, marketing, and sociology.

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