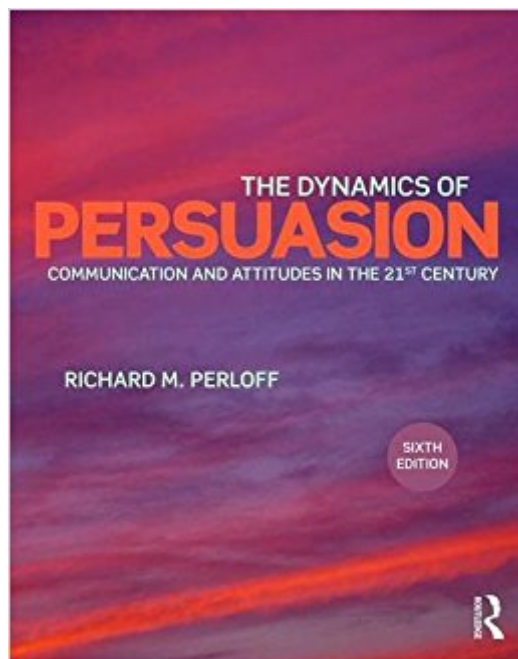




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# The Dynamics Of Persuasion: Communication And Attitudes In The Twenty-First Century (Routledge Communication Series)



## Synopsis

The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades. Author Richard M. Perloff speaks to students in a style that is engaging and informational, explaining key theories and research as well as providing timely and relevant examples. The companion website includes materials for both students and instructors, expanding the pedagogical utilities and facilitating adoptions. The sixth edition includes: updated theoretical and applied research in a variety of areas, including framing, inoculation, and self-affirmation; new studies of health campaigns; expanded coverage of social media marketing; enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion. The fundamentals of the book – emphasis on theory, clear-cut explanation of findings, in-depth discussion of persuasion processes and effects, and easy-to-follow real-world applications – continue in the sixth edition.

## Book Information

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## Customer Reviews

Richard M. Perloff, Professor of Communication at Cleveland State University, has been on the faculty at Cleveland State since 1979. He has written scholarly textbooks on persuasion, political communication, and the communication of AIDS prevention. Dr. Perloff is a nationally-known expert on the third-person effect, the divergent perceptions of mass media impact on others and the self. He also published the book The Dynamics of Political Communication.

By far, one of my favorite college textbooks that I have ever had the pleasure of reading. The examples in the book were engaging and interesting, and each chapter created further interest. A great read, and I'm glad I got to be exposed to it.

Provides insight into the everyday persuasive processes we all live. Well organized chapters maintain attention and provide sequential information. A+++

I have used this book and its previous edition in a graduate-level course in strategic communications. It has been a perennial favorite with my students and I have heard from several who I advise for their theses projects that they refer back to it to refresh their memories on relevant theories of persuasion. I have yet to see a text that covers such a range of theories and that presents them (and their critiques) in such a comprehensive way. An appropriate text for upper-level undergrad or grad courses.

Great text, fast shipping.

It's a book for college if you need it this price is the best.

school

The book was in great condition, and rental process is easy to use and saved me a ton of money on textbooks. The book itself is interesting and easy to follow, much more so than our class lectures.

Great book!

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