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Persuasion: Integrating theory, research and practice has an unprecedented fusion of the belief skills that students seek, integrated with the beliefs of the theories the instructors want to teach - two approaches that have often been at odds with each other - back cover. Persuasion: Integrating theory, research and practice ensures the belief skills students seek are integrated with the beliefs the theories instructors want to teach - two approaches that have often been at odds with each other: Integrating theory, research and practice: Explains the five main theories of persuasion. Features a whole chapter on ethics as it relates to persuasion. Uses research to illustrate the theory and its application. Includes numerous current examples and illustrations in all that bring the application of the concept chapter to life. It has an extended online training package for students and teachers. Smoothly integrated into pedagogy books, it includes outline chapters, activities, interactive exercises, glossary terms, PowerPoint™ presentations, links to video clips, and a course management system. Provides an extensive instructor package to make the transition tutorial seamless for the instructor. ForewordO by section One Introduction to PersuasionChapter 1 The concept of persuasion to recognize the purpose of persuasionWhy is the study of persuasion? Where and when do we convince? Persuasion as one of several forms of influenceThe role of ethics in PersuasionThe Layout of BookSummaryKey TermsReview IssuesReferencesChapter 2 Relationships: Definition, Formation, and Measuring Medical GoalsCharic RelationshipAtstia Defined Theories Of Attitude FormationClassic ConditioningPerme TimePerctuse WeightsSemantic WeightsImplicit Measures SummaryKey TermsReview IssuesReport issuesReferencesChapter 3 Relationship Between Relationships and BehaviorSciential Purpose To Attitude Influence Effect BehaviorSciential FactorsBehavioral Control Persuasion FactorsCogniative Factors Processing Situation Factors SummaryKey Timing IssuesResided IssuesResided IssuesReference Two Persuasion ProcessChapter 4 Source FactorsTrading GoalsReceivesConducting Confidence ConfidenceInsuration and Persuasion Source Reliability Effects Over TimeIntroductions Variable Factors Courtesy and ObedienceNormal Influence and SimilarityPhysicabilityLikeAbility SummaryKey Timing Review IssuesReference5 Messaging FactorsThehume Purpose What I Say: Communication ContentLogical vs. Emotional AppealsHumorGuiltFearExtended Parallel Process ModelUsing Advanced Parallel Process ModelUsing Extended Parallel Process ModelUision Extended Bilateral Messages As I Say This: StylePowerful Language Vs. Powerless SpeechIntense Language Resistance to PersuasionInoculation TheoryForewarnigSummaryKey TermsReview Issues Review IssuesReference 6 Receiver and Channel FactorsReceiver Characteristics and PersuasionPsychological CharacteristicsSelf-Esteem Samore Self-MonitoringInvolvement Demographic CharacteristicsThe SexualAge Cultural Segmentation of The Audience and Targeted MessagesDanrium FactorsMedincial Channel SummaryKey TermsReview Issues Reviewing IssuesRestive Three Theory TheorySParter 7 Role Theory in PersuasionLearning GoalsWhat is the theory? Why do we need theories? Explaining PhenomenaPredicting PhenomenaControl the phenomenon of scientific versus popular theory How do we test the theory? Make PredictionsDesign MethodsRespment DataAnalyze DataRevise TheoryClassic Theory PersuasionYale ApproachGroup Dynamics Dynamics Balance DynamicsIncreal IssuesSummaryKey Timeline Reviewing IssuesReferencIn Compliance 8 Theory of Social JudgmentSubry GoalsLaboria Acceptance and RejectionSudmanments and LimitationsSummary Terms DissonanceSation PurposeConsive Theory DissonanceIndeciation Differences Reducing Cognitive Dissonance ContextsInduced ComplianceHypocrisyDecision MakingEffort Justification of Necessary Conditions for Cognitive DissonanceApplying ExplanationSelf-Perception TheorySelf-Perception Theory Postulates Supportive Research Strong and LimitationsSummary TermsReview Issues ActionScientific GoalsAtstiti not aloneThe Role of IntentionsSubmension NormPerceived Behavioral Control ModelOuscusity and Predicting Attitudes to Behavior NormsMeasuring Perceived Behavioral Control So What Now Do You Do With It? Using TRA to change AttitudesUsing TRA to change subjective NormUsing TRA to change perceived behavioral controlUsing TRA to change behavior Strong and LimitingSummaryKey Timeline Review IssuesRefsChapter 11 Developing Probability ModelLearning TargetsElaborationTwo Routes to Change AttitudesTo route to use? 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SummaryKey TermsReview IssuesReferencesGlossaryIndexPersuasion: Integration of theory, research and practice is a theory-driven, but more focused on application rather than telling students all about experiments that have been conducted on theory. Laura R. Umfrey, University of Northern ArizonaPersion: Integrating Theory, Research and Practice is comprehensive and accessible. The carefully organized text provides students with a wide range of theories, models and concepts, along with interesting examples and exercises. Ann F. Mattina, Stonehill CollegePersuasion: Integration of theory, research and practice is available to students and has a great mix of theory and integration. Donna Allen, Northwestern University of Nazarene Start Your Persuasion Review: Integrating Theory, Research and Practice Nice review of current theories and strategies for persuading and predicting behavior. 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