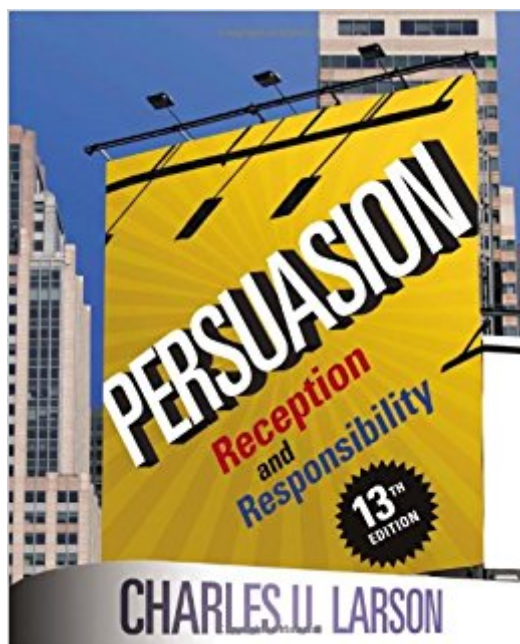


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# Persuasion: Reception And Responsibility



## Synopsis

Combining the latest developments in persuasion theory, research, and ethics, **PERSUASION: RECEPTION AND RESPONSIBILITY, 13e** helps readers develop skills as critical consumers of all forms of persuasion. It presents persuasion by examining politics, mass media, advertising, and the Internet as it challenges readers to consider how the persuasion process is affected by today's 24/7 networked and media-saturated world. The new edition offers an expanded emphasis on ethics as well as increased coverage of the impact of fast-growing social network media. Packed with vivid illustrations and real-world examples, **PERSUASION: RECEPTION AND RESPONSIBILITY, 13e** demonstrates persuasion in action and encourages readers to apply what they learn to everyday life.

## Book Information

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## Customer Reviews

**PART I: THEORETICAL PREMISES.** Preface. 1. Persuasion in Today's Changing World. 2. Perspectives on Ethics in Persuasion. 3. Traditional, Artistic, and Humanistic Approaches to Persuasion. 4. Social Scientific Approaches to Persuasion. 5. The Making, Use, and Misuse of Symbols. 6. Tools for Analyzing Language and Other Persuasive Symbols. **PART II: IDENTIFYING PERSUASIVE FIRST PREMISES.** 7. Psychological or Process Premises: The Tools of Motivation and Emotion. 8. Content or Logical Premises in Persuasion. 9. Cultural Premises in Persuasion. 10. Nonverbal Premises in Persuasion. **PART III: APPLICATIONS OF PERSUASIVE PREMISES.** 11. The Persuasive Campaign or Movement. 12. Becoming a Persuader. 13. Modern Media and Persuasion. 14. The Use of Persuasive Premises in Advertising and IMC. References. Index. --This

text refers to an alternate Paperback edition.

Dr. Charles Larson received his Ph.D. from the University of Minnesota and began teaching at Northern Illinois University in 1968. He taught full time until May 2000 and then taught on a part-time emeritus status until 2002. In 2001, Dr. Larson and a former student launched a full-service advertising agency, where he now devotes his time when he is not fishing, hunting, camping, canoeing, gardening, or singing bass for a barbershop group or choir.

This book is like that 60-something distant relative on Facebook who thinks he understands the new "social media" and uses it to share sexist and racist memes and articles, and constantly talks about how things "were better in the old days." Literally shocked that this is a book for one of my university courses. Not only is the content shabby with poor citing and crappy examples, but the writing is just painfully disconnected and repetitive. Like other reviewers have mentioned, the author awkwardly attempts to use his own opinions as evidence that his reasonings are founded, and then fumbles in the explanation on why these "facts" are relevant.

This book is, as stated in another review, incredibly unprofessional. If I were to present this book as my written work to one of my English professors, they would laugh me off campus for making a claim founded in Wikipedia and then supporting it with more Wikipedia articles. This is not to mention the grammatical and syntax disasters throughout the book. On page 9, the author defines advocacy according to Wikipedia and then says, "Propaganda is a related word that we hear quite often." Who is 'we'? Then, he grounds that claim in Wikipedia! On the same page, he makes reference to two movies that I have never heard of and cites them without documentation telling me how I can find them to ground his argument. Someone clearly needs an APA style manual! I think that when discussing technology in this book, since it is the 12th edition, they could have cut out 90% of technological media definitions. I feel like he is undermining the reader in telling what these devices are used for. The style of writing in this text is relatively elementary. The author is constantly opening sections of the texts by telling us what the previous section discussed and what we are going to learn in another chapter. The author slaps us in the face on page 17 by writing a paragraph beginning, " College students today are urged to take more core subjects and courses in computer technology." He then ends that same paragraph with, " Students are urged to take more core subjects and courses in computer technology at college." For a published text with several editions and editors, I am greatly disappointed in the redundancy and lack of argumentative support for

claims. In chapter 6, the author discusses syntax, adverbs and sentence structure. I feel greatly let down as an English major. You can't discuss half of English sentence structure and then throw in only the parts you feel like, unless you want to confuse someone. But if the person reading the text were smart enough to figure out this chapter, then they feel offended by the repetition throughout the book.

Great product.

The author is so very opinionated about politics that reading it is difficult. In addition the entire book is mostly on how to be a good listener, what to listen for, etc. Only the last few chapters have any reference to how to persuade people and it's very unremarkable information. Suggested my university drop this book from their line-up.

Good quality and condition.

Great Price and condition for college use.

Every chapter in this book is so long-winded, it was difficult to keep interested. The book is certainly full of useful and important information, but the chapters are so long that it's not easy to figure out what is worth remembering! This author is too long-winded.

I felt that the author was very well opinionated, and used his citations awkwardly in trying to prove his point.

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