

Analysis Of Persuasion In Advertising

Rosemarie Schmidt, Joseph F. Kess

Persuasion in Advertising John O'Shaughnessy, Nicholas O'Shaughnessy, 2003-11-20 A practical and in-depth guide to the art of advertising persuasion, this book draws on research, concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption.

Television Advertising and Televangelism Rosemarie Schmidt, Joseph F. Kess, 1986-01-01 The research reported in this volume attempts to refine our understanding of persuasive messages of television advertising by studying the role of language in persuasion in two ways. First, it comprises an attempt to refine our understanding of how language might function in persuasion by examining relevant work from a variety of related disciplines, potentially germane either in terms of their theoretical approaches to the process or in terms of the actual linguistic techniques which they have suggested as enhancing the persuasive impact of a message. Second, a comparative study was undertaken in order to test the generalizability of the linguistic features found to characterize persuasive language in television advertising.

Visual Persuasion Paul Messaris, 1997 Paul Messaris is an extremely thoughtful commentator on the world of visuals. He has studied advertising visuals for many years and his insights are always stimulating and sometimes, even controversial. This book makes an important contribution to the literature in two fields: visual communication and advertising. I recommend it for faculty and students as well as professionals in the advertising field. --Sandra Moriarty, Professor University of Colorado With an informal writing style and examples both thoughtful and illustrative, Paul Messaris in his Visual Persuasion leads the reader through the often complex field of visual literacy related to advertising images with high style and intellect. When so much information is conveyed through quickly edited and carefully controlled mass media images, Visual Persuasion is a vital book toward understanding the impact on individuals, cultures, and society of persuasive visual messages. --Paul Martin Lester, Ph.D, Author of Visual Communication with Messages A smartly reasoned and elegantly written treatment of visual argumentation authored by one of America's most respected authorities on visual communication. --James Lull The pictures in TV commercials, magazine ads, and other forms of advertising often convey meanings that cannot be expressed as well, or at all, through words or music. Visual Persuasion is an exploration of these unique aspects of advertising. By virtue of their ability to simulate the appearance of the physical world, pictures can become surrogate objects of desire or other emotions which ads subsequently associate with products. By exploiting viewers'

assumptions of a direct, automatic connection between photography and reality, images can serve as proof of advertising claims. Because of the implicit nature of visual argumentation and the relative lack of social accountability that images enjoy in comparison with words, pictures can be used to make advertising claims that would be unacceptable if they were spelled out verbally. Using these characteristics of visual persuasion as a starting point, this important book analyzes a variety of commercial, political, and social-issue advertisements. A separate chapter examines the role of pictures in cross-cultural advertising. *Visual Persuasion* is recommended for upper-level undergraduate students and graduate students in communication and media studies. It also contains insights that will be valuable to students in courses in cultural studies, sociology, anthropology, and advertising.

The Persuasive Power of Campaign Advertising Travis N. Ridout, Michael M. Franz, 2011-03-25 *The Persuasive Power of Campaign Advertising* offers a comprehensive overview of political advertisements and their changing role in the Internet age. Travis Ridout and Michael Franz examine how these ads function in various kinds of campaigns and how voters are influenced by them. The authors particularly study where ads are placed, asserting that television advertising will still be relevant despite the growth of advertising on the Internet. The authors also explore the recent phenomenon of outrageous ads that go viral on the web-which often leads to their replaying as television news stories, generating additional attention. It also features the first analysis of the impact on voters of media coverage of political advertising and shows that televised political advertising continues to have widespread influence on the choices that voters make at the ballot box.

Advertising, The Uneasy Persuasion Michael Schudson, 2013-06-26 What does advertising do? Is it the faith of a secular society? If so, why does it inspire so little devotion? *Advertising, the Uneasy Persuasion* is a clear-eyed account of advertising as both business and social institution. Instead of fuelling the moral indignation surrounding the industry, or feeding fantasies of powerful manipulators, Michael Schudson presents a clear assessment of advertising in its wider sociological and historical framework, persuasively concluding that advertising is not nearly as important, effective, or scientifically founded as either its advocates or its critics imagine. 'Dispassionate, open-minded and balanced ... he conveys better than any other recent author a sense of advertising as its practitioners understand it.' Stephen Fox, *New York Times* Book Review First published in 1984.

Persuasive Signs Ron Beasley, Marcel Danesi, 2002 (*Approaches to Applied Semiotics* ; vol. 4).

Fear of Persuasion John E. Calfee, 1997 Should consumers fear advertising? This study argues that the answer is no, and that advertising's role is in promoting competition and reducing prices. These are conclusions drawn from an analysis of economic evidence from around the world

Effective Advertising Gerard J. Tellis, 2003-11-20 *Understanding Effective Advertising: How, When, and Why Advertising Works* reviews and summarizes an extensive body of research on advertising effectiveness. In particular, it summarizes what

we know today on when, how, and why advertising works. The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice, sales, and market share. In addition, the book reviews research on the rich variety of ad appeals, and suggests which appeals work, and when, how, and why they work. The first comprehensive book on advertising effectiveness, *Understanding Effective Advertising* reviews over 50 years of research in the fields of advertising, marketing, consumer behavior, and psychology. It covers all aspects of advertising and its effect on sales, including sales elasticity, carryover effects, content effects, and effects of frequency. Author Gerard J. Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising.

Persuasion Across Genres Helena Halmari, Tuija Virtanen, 2005 Persuasion, in its various linguistic forms, enters our lives daily. Politicians and the news media attempt to change or confirm our beliefs, while advertisers try to bend our tastes toward buying their products. Persuasion goes on in courtrooms, universities, and the business world. Persuasion pervades interpersonal relations in all social spheres, public and private. And persuasion reaches us via a large number of genres and their intricate interplay. This volume brings together nine chapters which investigate some of the typical genres of modern persuasion. Using both quantitative and qualitative methods, the authors explore the linguistic features of successful (and unsuccessful) persuasion and the reasons for the variation of persuasive choices as realized in various genres: business negotiations, judicial argumentation, political speech, advertising, newspaper editorials, and news writing. In the final chapter, the editors tie together the two themes persuasion and genres by proposing an Intergenre Model. This model assumes that a powerful force behind generic evolution is the perennial need for implicit persuasion.

Persuasion in Public Discourse Jana Pelclová, Wei-lun Lu, 2018 This book approaches persuasion in public discourse as a rhetorical phenomenon that enables the persuader to appeal to the addressee's intellectual and emotional capacities in a competing public environment. The aim is to investigate persuasive strategies from the overlapping perspectives of cognitive and functional linguistics. Both qualitative and quantitative analyses of authentic data (including English, Czech, Spanish, Slovene, Russian, and Hungarian) are grounded in the frameworks of functional grammar, facework and rapport management, classical rhetoric studies and multimodal discourse analysis and are linked to the constructs of (re)framing, conceptual metaphor and blending, mental space and viewpoint. In addition to traditional genres such as political speeches, news reporting, and advertising, the book also studies texts that examine book reviews, medieval medical recipes, public complaints or anonymous viral videos. Apart from discourse analysts, pragmaticians and cognitive linguists, this book will appeal to cognitive musicologists, semioticians, historical linguists and scholars of related disciplines.

Influence Robert B. Cialdini, 1988 *Influence: Science and Practice* is an examination of the psychology of compliance (i.e. uncovering which factors cause a person to say yes to another's request) and is written in a narrative style combined with

scholarly research. Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and other positions, inside organizations that commonly use compliance tactics to get us to say yes. Widely used in graduate and undergraduate psychology and management classes, as well as sold to people operating successfully in the business world, the eagerly awaited revision of *Influence* reminds the reader of the power of persuasion. Cialdini organizes compliance techniques into six categories based on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority, and scarcity. Copyright © Libri GmbH. All rights reserved.

Persuasive Advertising J. Armstrong, 2010-05-26 Written by a leading authority, this book is a comprehensive and definitive guide to advertising that incorporates a vast amount of research and expert opinion. It draws upon the evidence to establish principles that can be applied to achieve successful and effective advertising and evaluates all of the relevant attributes and aspects of this.

Covert Persuasion Kevin Hogan, James Speakman, 2010-06-10 Discover effective techniques to convince people of virtually anything with the help of psychology, linguistics, sales tactics & communication. “This book is a treasure trove of ideas you can use to turn a ‘no’ into a ‘yes’ almost instantly-in any sales situation.” —Brian Tracy, speaker and author of *Create Your Own Future* and *Change Your Thinking, Change Your Life* When we make decisions we like to think we weight the options carefully, look at all the possibilities, and make the best choice based on a rational examination of the facts. But in truth, much of our decision making happens on a subconscious level based on feelings we might not even be aware of. Understanding and managing those subconscious feelings is the key part to persuasion. By observing and predicting human behavior, we can learn to react and direct behavior in others with the right kinds of words and body language. If you want to learn how to convince people to buy your product, contribute to your cause, or vote for your candidate, this book has the answers. *Covert Persuasion* synthesizes the latest research in psychology, linguistics, sales tactics, human communication to reveal the most effective methods for consistently and effectively persuading anyone of virtually anything. *Covert Persuasion* sounds like a secret operation because it is; when you master these techniques you can use every day to dramatically increase your commissions. And if you don’t work in sales, you can still use these tactics to convince colleagues, subordinates, and supervisors to help you meet your goals and get things done daily. Even outside the office, persuasion is a vital skill everyone should have. This reliable resource will help you with all your persuasion efforts, in every situation. Dip into it for fresh ideas and new techniques or use it to sharpen the skills you already have. For salespeople, *Covert Persuasion* will help you increase your sales almost immediately. No matter what you do for a living, this book will help you do it better. Not convinced yet? Look inside and you will be . . . “Hogan is the master of persuasion. I urge you to persuade yourself to buy this book and everything he’s ever written and recorded. It will help you understand yourself, understand others, and

succeed. This information is bankable.” —Jeffrey Gitomer, author of *The Sales Bible*, *Little Red Book of Selling*, and *Little Red Book of Sales Answers*

Attitude Change Charles A. Kiesler, 1986

The Psychology of Advertising Bob M. Fennis, Wolfgang Stroebe, 2015-12-22 Advertising is a ubiquitous and powerful force, seducing us into buying wanted and sometimes unwanted products and services, donating to charitable causes, voting for political candidates, and changing our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit, but sometimes blatant and impossible to overlook. This revised and fully updated new edition of *The Psychology of Advertising* offers a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and discusses the research in the context of recent developments in the fields of social and consumer psychology. Key questions covered in the volume include: What impact does advertising have on consumer behavior? What causes this impact? What are the psychological processes responsible for the effectiveness of advertising? How do consumers make sense of advertising messages? Which messages get across successfully and when, and why? How do new online and digital technologies affect consumer judgement and choice? Engagingly written, and including a comprehensive glossary of frequently used concepts, *The Psychology of Advertising* is a unique and invaluable resource for advanced undergraduate and graduate students, and for researchers and lecturers in social psychology, marketing, and communications. It is also a valuable guide for professionals working in advertising, public health, public services and political communication.

The SAGE Encyclopedia of Communication Research Methods Mike Allen, 2017-04-11 Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data.

Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Persuasion in Advertising John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2004 A practical and in-depth guide to the art of advertising persuasion, this book draws on research, concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption.

The Handbook of Persuasion and Social Marketing David W. Stewart, 2014-12-17 This timely set traces the evolution of social marketing from its deep roots in psychology, religion, and politics to its current role as an influencer of societal and behavioral change. Few realize that the methods behind the social marketing discipline are not new but are based on traditional sales techniques reengineered to advocate social responsibility. Since emerging, the movement has prompted a rapid change in how we communicate and what we say. Funding from government agencies, foundations, and organizations like the National Cancer Institute and the American Heart Association have prompted campaigns that promote healthy behaviors and deter unhealthy actions. In this three-volume set, a panel of experts take an unprecedented look at this marketing phenomena as a means of influencing behaviors that benefit individuals and society overall. This comprehensive collection examines the role of persuasion in a marketing context. The book's central theme is woven throughout each of the three volumes: volume one focuses on the conceptual and philosophical foundations of the trend; the second part addresses its theoretical and strategic dimensions; and the final section discusses applications to specific societal issues like personal, public, and environmental caretaking; disease prevention; good nutrition; and safe sex. Chapters address campaign planning, regulatory and compliance issues, and the measurement of outcomes.

Persuasion Herbert W. Simons, 1976

Hidden Persuasion Marc Andrews, Mattheis Lars van Leeuwen, Rickert Bart van Baaren, 2013 This book explains the psychology behind 33 effective influence techniques of visual persuasion and how to apply them

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