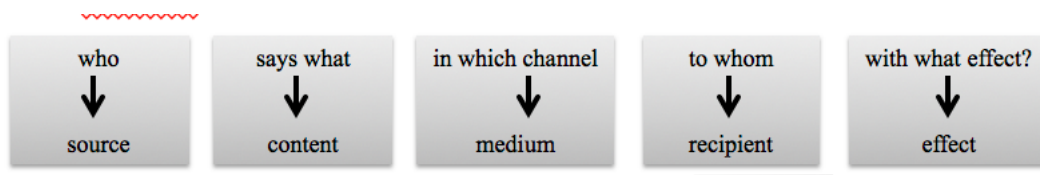

MKTG3121 NOTES

LECTURE 1 – PERSUASION: DEFINITION, HISTORY AND A MODEL

Persuasion: any attempt from an individual or group of individuals to change someone else's feelings, thoughts and ultimately behaviour

- Essential for coordinated life
- Pervasive in our everyday life
- **Carries high (financial) stakes**
- **Knowledge of persuasion enables:**
 - o Enables analysis of existing processes of persuasion
 - o Enables the evaluation of effectiveness of persuasive attempts
 - o Enables evidence-based interventions
- Assessed on creativity and effectiveness
- Based on latin word *ad vito* – *change in course*
- **ARISTOTLE** → **Rhetoric** (three means of persuasion)
 - o Through the character of the speaker (ethos)
 - o In the emotional state of the hearer (pathos)
 - o In the argument itself (logos)

Inspired early research on attitude change: Lasswell's model of comms



Yale Model of Persuasion (Hofland)

- After psychological studies of opinion change
- **Messages are persuasive when:**
 - o Message attracts attention
 - o Content is comprehensible
 - o Comes from a trustworthy source
 - o Consistent with existing preferences and attitudes