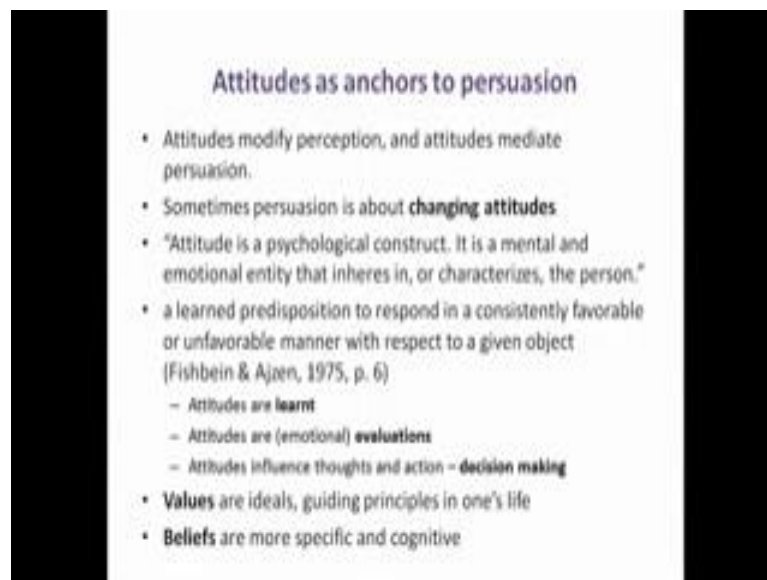


**Soft Skills Development**  
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**Lecture – 33**  
**The Art of Persuasion II**

Hello friends, in the last talk we talked about the Art of Persuasion and we continue with that as I had shared with you in this session as well and what we are looking at, what we started off with in the last session was attitude.

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**Attitudes as anchors to persuasion**

- Attitudes modify perception, and attitudes mediate persuasion.
- Sometimes persuasion is about **changing attitudes**
- "Attitude is a psychological construct. It is a mental and emotional entity that inheres in, or characterizes, the person."
- a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object (Fishbein & Ajzen, 1975, p. 6)
  - Attitudes are **learned**
  - Attitudes are (emotional) **evaluations**
  - Attitudes influence thoughts and action – **decision making**
- **Values** are ideals, guiding principles in one's life
- **Beliefs** are more specific and cognitive

Now, whose attitudes are we talking about here, we are obviously talking about the attitudes of the people who are to be influenced and because attitudes modify perception, they act as mediators to persuade that means, different attitudes can decide how the persuasion will succeed or fail or in which direction the particular persuasion will go and as I told you the experiments that we have done which are pretty interesting and which you can find in the context of the discussion forum, given here to you some of these issues, as well as the papers, that we have provided about how attitudes signify present certain issues related to persuasion.

Sometimes, persuasion is about changing attitudes now this is a very difficult thing, but as we discussed in the last session Arjun's attitude was changed by Lord Krishna, over a period of two hours. So, attitude is a psychological construct. It is a mental and emotional entity that inheres or characterizes a person. So, attitudes have certain qualities and if you look at those qualities, it becomes easy for us to understand how they can be manipulated. Attitudes are learnt they are not physiological, they do not come to us, they are not embedded in our system right from the beginning, we gradually learn them. Let us say that if I develop the attitude that being involved in politics is good.

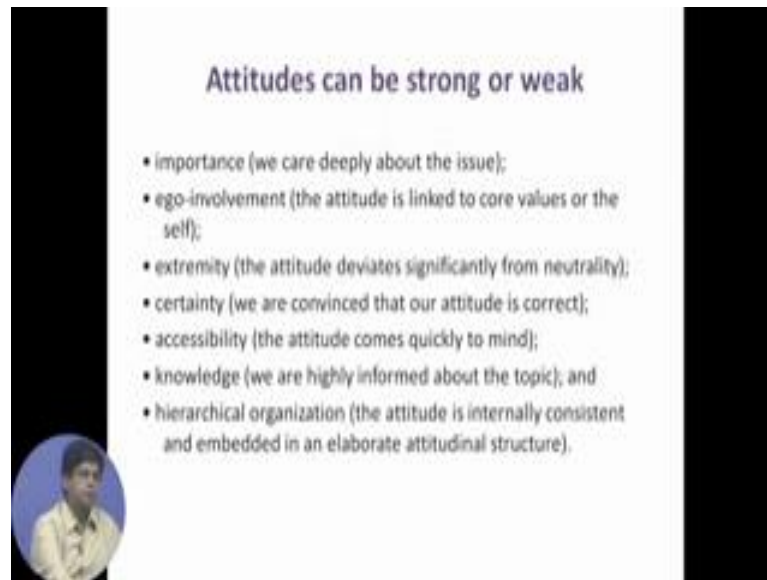
Now this is something which I have learnt or if I develop the attitude that being involved in politics is bad, that is again an attitude I have learnt within this social considerable context. Attitudes are emotional in the sense that they have an emotional connotation for instance when I say good or bad; value judgment is involved and when we value judgments are involved that means, the concept of good and bad come in.

So, emotions come in I feel that, I like it or I dislike it; so those things come in and attitudes finally, lead to decision making. So, let us say that if I have an attitude that Swadesi goods are good; I should be buying things which are made in India. Now obviously, I have a specific kind of emotions towards everything that is made in India and probably at the end of the day I would buy products which are by Indian companies rather than by multinational companies.

So, the decision making I would, whether I should buy local potato chips or packed and marketed potato chips, on under a certain brand. These decisions are again things which are based distinctively upon our attitudes. Values are ideologies their ideals, guiding principles; if I have a value that well expensive goods should not be bought, expensive chips, potato chips should not be bought then I am buying the same group of let us say local made potato chips, but for a different set of reasons, the reasons have changed now because I feel value money, I believe that less money should be spent I am not interested in whether it is made in India or China or in the U S and beliefs are more specific and cognitive where we are talking about specific kinds of let us say thought processes that operate they have and where you see that you hold on to certain ideas, certain values again in a specific way.

You know values can be more generic whereas, beliefs are more specific subcategory I would say of values and mind you these significantly influence persuasion.

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**Attitudes can be strong or weak**

- importance (we care deeply about the issue);
- ego-involvement (the attitude is linked to core values or the self);
- extremity (the attitude deviates significantly from neutrality);
- certainty (we are convinced that our attitude is correct);
- accessibility (the attitude comes quickly to mind);
- knowledge (we are highly informed about the topic); and
- hierarchical organization (the attitude is internally consistent and embedded in an elaborate attitudinal structure).

Attitudes can be strong or weak, so anything which we consider important towards that our attitudes could be strong whereas, things which we do not consider important our attitude would be weak. For instance, when we want to put our children to school which school this person is going to go into. If I consider education as significant I will say that yes I need to put that child in this specific school. On the other hand if education for me is just a casual thing I will say that just put him in any school you wish to. So, that is very important ego involvement is the next point that we need to look at core values of the self what I like, what I dislike, we have already talked about that, when we talked about values and all that. Attitudes; deviates significantly from neutrality, it is a detachment. So, this is something we have to keep in mind that very often the moment we are talking at it should it is a deviation from a neutral path. If I say that politics may be good or bad I do not have any opinion about it.

That is not an attitude, it is an attitude but it is from a point of view of persuasion not a very significant attitude may be. Certainty, when we are convinced of something and when we believe that something is correct then it has an impact on our decision making

to a significant extent for instance, if I believe that Indian goods are better than foreign goods, well if this belief is strong bordering and certainty then well that is it or if I work for a company and I know that this product is not good, this knowledge, the certainty influences accessibility.

How quickly, they think comes out of our mind now this is an interesting thing because this gets linked to something which is known as cognitive bias. In cognitive bias you see that in spite of the fact that if we think a little deeper, the correct choice would come to us we often take the wrong decision, these are known as cognitive biases and then they happen for a number of reasons because very often, we do what is known as heuristic decision making; quick decision making. We do not want to analyze things; we go on impulse because that is easier for us to do. Now in such situations you find that you see that accessibility becomes a key component. Let us say that we are talking about buying a bottle of cold drink and I remember only the names of two cold drinks, so I will pick up either of one of them.

Whereas, of my ten fifteen cold drinks I write over there, but I do not have the time and I do not have the intent of looking at it. So, importance is less, accessibility to the name of one or two of this drink is more I spell out their name. So, you see that two components the one of Importance, the other one of Knowledge, sorry accessibility are inter linked over here. Knowledge where we are highly informed about the topic, if I know how cold drinks are made then well I will have it specific way of looking at it, whether to take it or not would be very strongly formulated by that; I might be simply ignoring the names of the brands because deep down I know that more or less the same kind of thing so knowledge.

Hierarchical organization, see attitudinal structure is there where you see that there are attitudes and sub attitudes and where it fits into that will also significantly decide whether you are taking a decision in a particular way or not however, that is fairly complex and we will not going into that.

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**Attitude: functions**

- Knowledge: they help one make sense of the world
- Utilitarian: help get rewards and avoid punishments
- Social adjustive: help us adjust to reference groups
- Social identity: help us create them
- Value-expressive: represent our core values
- Ego-defensive: defense against unpleasant emotions



So, what are the functions of attitude? Attitudes, knowledge; because you have they make us know what things are there. Utilitarian; they help us get rewards and punishments so when we have attitudes, attitudes include a certain amount of knowledge about certain thing; may be partial may be complete whatever, it is. Utilitarian it is oriented towards doing something social adjustive, it helps us to refer to specific groups, find out where I stand in terms of those groups or certain groups of decision making for that matter social identity helps us create identity. I am a coke drinker, rather than a Pepsi drinker; I am a tea drinker, rather than a coffee drinker.

Value-express: represent our core values, I believe in green tea which is healthy, I suppose to let us say tea with milk which is unhealthy or sugar which is unhealthy. Ego-defensive and attitudes generally tend to protect us against unpleasant emotions. Now, when you are able to change somebody's attitude you are able to convince that person that by changing the attitude whatever was happening would become more pleasant.

So, at the core of things that remains now let say that if you are talking about advertising which comes in again and again because that is where persuasion takes place in a significant way, let say that your attitude would change, if you convinced that buying a particular product would enhance your social prestige, as long as you did not link it to

social prestige; you are not bothered, but then you find that everybody is wearing a branded shirt and you have not been wearing one, you have been wearing one which has been made by your tailor for in the last 20 years, but then in your company that is not the case and you realize that in spite of the fact that you do not believe in the such things, you find that it is having an impact on the way you are being perceived, now once you realize that and things change; so your attitude changes.

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Now, when we are trying to change attitudes, we target relevant beliefs locate relevant reference groups and we do a lot of other things. Now these are things for you to fill up, I am not going to tell them in detail to you, but you use your heads and find out how is that attitude and persuasion selling together, in the discussion forum you can write down your ideas.

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### Messages, contexts and decisions

Kate and Ben, recently married, are buying a car.

Sitting in their living room one Thursday night watching TV, they find that they are having in more closely to the car commercials than the sitcoms. The next day after work, at Kate's request they click onto the Consumer Reports Web site and print out information about compact cars.

On Saturday they leave the car dealerships, get the keynotes from car salesmen, and take spins in the cars. Kate, armed with her incredible memory for detail and her 12.5 cards, asks questions at the car salesmen, while Ben, shirt hanging out, eyes glazed, looks dreamily at the sports cars he knows he can't afford.

By early the next week, they have narrowed down the choices to a Honda Civic and a Saturn SC. Her desk covered with papers, printouts, and stacks of newspapers and brochures from the dealerships, Kate is thinking of a fewish pros, she points, then shares her conclusions with her husband.

"Okay, this is it. The Honda gets more miles per gallon and handles great on the highway. But Consumer Reports gives the new Saturn better ratings on safety on account of their four wheel anti-lock brakes, and traction control, which is important. The Saturn also has a better repair record than the Civic. But the big thing is we got a stronger warranty with the Saturn dealer and, Ben—the Saturn is a thousand bucks cheaper.

"So... what do you think?" Ben looks up. "Well, you know, I'm not into all this technical stuff like you are. I say if the Saturn gets better ratings from Consumer Reports, go for it. I also think the Saturn salesman made a lot of good points—real nice guy. The Honda guy basically blew us off when he found out we couldn't get an Accord.

"There's also the other thing," says Kate, sporting a grin.

"What?"

"The name."

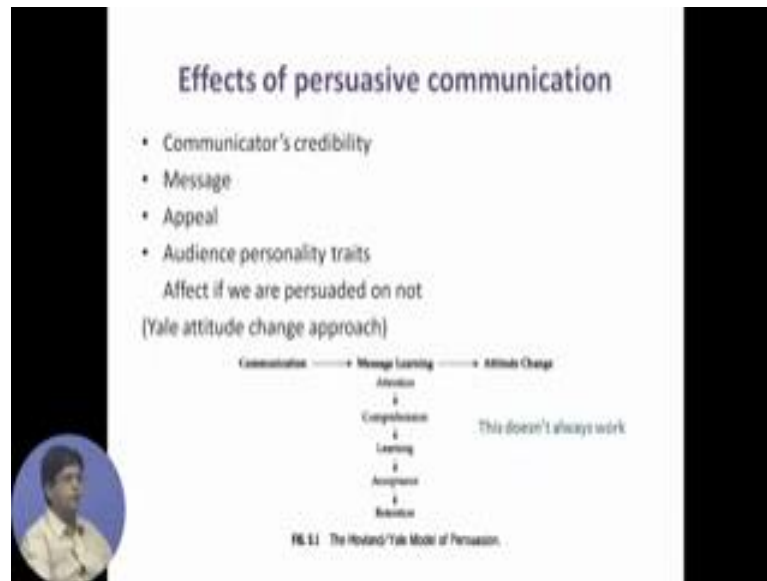
"It's true," says Ben a bit sheepishly. "The name Saturn is cool.

(like it.)"

From The Dynamics of Reasoning  
Bachoff, 2001

Now, I have a feeling that these are things which are better seen in the form of PPT where you can go through them and look at the details of it, but what I am trying to share here is the way that decision making takes place about let us say car here is a very nice example, of how young couple are planning to make buy a car and how different factors going to taking the decision. Please go through this and again point out what you feel about the decision making process that takes place over there.

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Now, having said that now we will look at, we have identified what persuasion communication is; we have identified the various components of persuasive communication and one of them which we have taken into consideration in a significant way is attitude and in that context let us look; at the Effects of persuasive communication. How is it that it works or not works and how different models have been proposed and whether they work; this models work or not this is something which we should look at.

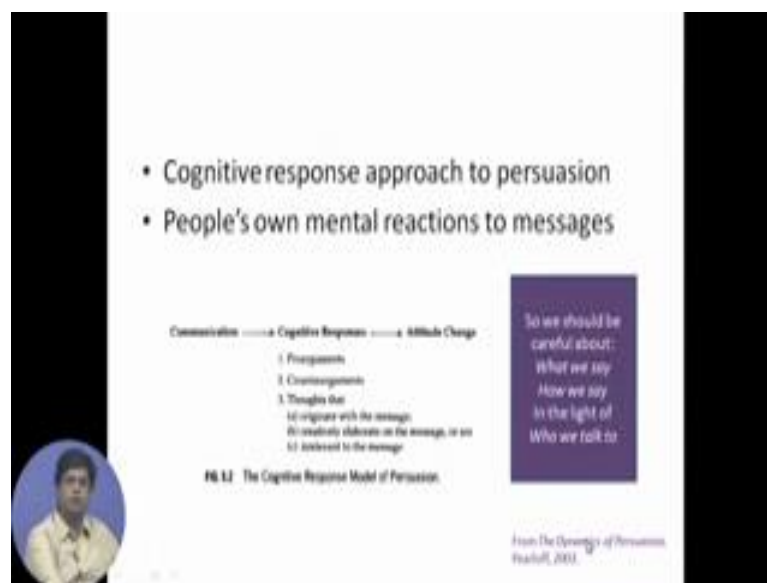
Now, the first one is Communicator's credibility, we have already talked about this earlier who says it. The second one is the Message; obviously, the kind of appeal that it has as we talked in terms of the Aristotle and who says it and the logic or the emotional dimension of it. Appeal; obviously, in terms of whether you like it, whether you do not like it and all that. Audience personality traits: because different kinds of people have different kinds of cultural, dimensions, they come from different backgrounds, they are oriented differently we have already talked about that for instance, if you walk into a cafe with your grand child or with your grandfather let us say, you find that your grandfather would be interested in entirely, different set of food and beverage items than you would be.



So, you see that age is an aspect of audience, gender is another aspect of audience, there are many other components like cultural, linguistic components like whether you are speaking in a particular language or in another language, whether you belong to the northern part of the country or the southern part of the country or the eastern part of the country all these things to influence how your attitude is changed. All these affect if you are persuaded or not, how we are persuaded or not and this is known as, Yale attitude change approach.

So, there is a communication, message learning and then with the things which happen attention, comprehension, learning acceptance, retention. Now, this seems too childish, too realistic, too simplistic and then on the basis of this if these things happen attitude does not; attitude changes.

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But does it really happen this way probably not, probably the model, could be a little more complex. Now, we can look at the cognitive response approach to persuasion where peoples own mental reactions to the messages taken into account. Here you find that this is where the message is highlighted that the message is giving all these things, message draw the attention, message is comprehended, the message is learnt and it modifies. Now the fact is that this is an approach where you are looking at let us say add message

without taking into consideration that one might react negatively to their message, one might argue with oneself, one might have a dialogue with oneself.

Now, these are things which are not accounted for here, on the other hand when there is a communication which is what is taking place here communication and message learning when we are talking, along with the various components we are talking over here, something else is happening and that is you see that there is a cognitive response. The cognitive response also includes an emotional response, there are pro arguments, there are counter arguments thoughts that originate with message creatively elaborate on the message or are irrelevant to the message; all these have that impact on the way that the message is perceived and the way an attitude is developed towards the message. But just developing an attitude is not the end of the story because you need to act upon an attitude.

Let us say that the end of an advertisement, you are persuaded that it is a good advertisement. At the end of an advertisement you are persuaded that it is a good product, but unless you are persuaded to buy it, the final decision making takes place well things are not really conducive that total persuasion process is not over.

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Components ...

- Forewarning (mental preparedness to resist)
- Distraction (when they disagree)
- Inoculation theory
- Induction theory
- Peripheral processing
- Jargon
- Central processing (cogent argument)
- Heuristic vs. critical thinking

So components like: forewarning, distraction and we have Inoculation theory: where a certain thing is introduced. Induction theory: where other people influence the way that you are persuaded, you are inducted by other people. Peripheral processing; things which are happening outside the realm of the decision making still manage to influence a decision making process; then the Jargon's; the language, language dimension, cogent argument which is central processing, quick thinking verses elaborate thinking, heuristic and critical thinking. All these components you find play significant role in the process of decision making, as I said shared with you may be one or two papers that I will share would suggest the complex processes involved and how difficult it is do research in this area, but mind you research is going on and we are doing a little research together as well.

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Now, persuasion tips are here a few case studies have given you might look up these case studies and again as I told you earlier we are not going to elaborate on these, you need to look at the slides and complete these and the discussion forums were open ended questions are there, you can participate and respond to these some of these.

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to the rest of you. They may jump to the conclusion that your arguments are flawed. To you, the types or abundance of information is of much less consequence than the cogency of your arguments. And you may be right. But what is peripheral to you can be central to someone else. Put yourself in the minds of those receiving your message, and consider how they will react to what you see and how you package your message.

3. When you are on the other end of the persuasion stick and are receiving the message, ask a couple of questions. First, is this something I really care about, or is it a low-involvement issue to me? Second, can I figure out what the persuader is persuading, or is this beyond me? If it is a high-involvement issue or you can understand where the persuader is coming from, you will probably scrutinize the message carefully and make a good decision. If you decide it's a low-involvement issue or you lack knowledge on the topic, you may find yourself leaning to peripheral cues or relying on mental shortcuts. You may search for the easy way to make up your mind. There is nothing wrong with this, but it can lead you to place more trust in a persuader than perhaps you should. You could get tricked as a result.

To protect yourself, always ask yourself if you're trying to go for the quick fix, either because you don't care or don't know much about the issue. If you recognize that you are relying on mental shortcuts, take the opposite tack. Spend more time than you ordinarily would on the decision. Think about the issue. You may find it's more interesting or less difficult than you thought. The extra few minutes you spend thinking may help prevent you from making a costly or embarrassing mistake.

So, I have given you three case studies and how you respond to these is what it will be asked a few.

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### Who says it

- Charisma
- Authority
- Credibility (expert, trustworthy, gets goodwill)
  - Knowledge bias
  - Reporting bias
- Social attractiveness
  - Likability
  - Similarity
  - Physical attractiveness

As a teacher, let me tell you this:  
Your mind can be your best friend only when you control it. Let go and it will become your enemy.

Never ask you not to earn wealth. Serve yourself first, but then come others.  
Mahatma Gandhi, My Experiments with Truth

Image source: Wikipedia

But after moving on with attitude's let us now focus on the people and then we will move on to language, who says it. Now, you see that does that person have charisma; is he

somebody like Shah Rukh Khan, brand endorsement lot of advertisements have our stars, our film stars endorsing them or our sport stars endorsing them, so the charisma and very often, it is difficult differentiate between charisma and authority. Authority is somebody who often may not be known as in let us say tooth brush or tooth paste advertisements where a doctor comes over there and says that you should buy this; an authority figure he may not be known to us, but he represents or she represents authority.

Credibility, so whatever this person is saying make sense even if let us say that person has charisma, even if that person is let say very very let us say popular star, but if this person says that stealing is good, credibility is compromised so obviously, you will think 5 times before accepting such a statement, so that they all are integrated, they all are linked together. So, the expert, trustworthy, gets good will all these things knowledge bias what you know or do not know reporting bias.

What is reported to you and whether you get it correctly or not, now these are also things which play an important role and social attractiveness; how likable is that person, how similar; how you are able to identify with that person, how physically attractive that person is, these also play significant role in getting persuaded and these become very significant in the context of politics as well because you see that political leaders play, the popularity or a success of a political leader to a very great extent depend on these.

Certain studies were done using popular political figures, two images being shown in the U S and people being asked quickly who would you vote to and it was found that people who looked at these images for just less than 15 seconds and responded in many cases almost 70 percent cases these are the people who are the votes, which suggests that some kind of a heuristic decision making process is actually under way which means that, you are not deciding on the basis of logical analysis on the background, on the history because the impulsive decision or people who did not know this people and just responded; matched 70 percent of the times with actual voters who have been listening to these people over a period of time.

A detailed analysis suggested that, if the eyes look trustworthy people tended to believe this people. So, you see how the so many other components other than let us say

persuasiveness, speech and all those things also place a significant role in how we get persuaded. So, this is an very open field, but it is good to know about the way that these things operate and there is a reason behind that, the reason being that we are in a course on soft skills and persuading people is a soft skill which you need to build up and develop and as I have said right at the beginning, it is not necessarily unethical because when you are trying to persuade somebody you are not actually cheating that person. You believe in something and you feel that the other person will benefit from it, when she believes in it and that is just what you are trying to do; as very often what business, collaborations, negotiations, (Refer Time: 20:56) are all about and in many contexts probably that is what you are going to do or if you believe in the product that you are marketing; well that is what you are exactly doing alright.

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So, the points that I made in a slightly let us say research oriented context have a practical significance and we will sum it up for you at a later point of time, but meanwhile we come back to endorsement examples of endorsements, as you can see for yourself the; got milk campaign was very successful with developing awareness, about the relevance of milk that milk should be drunk by us and should go in to our system. This awareness built up over a period of short span of a couple of years and almost 95 percent of the American's actually were became aware after this campaign; got milk.

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**Message factors**

There are three types of message factors. The first concerns the structure of the message—how it is prepared and organized. The second is the content of the communication—its appeals and arguments. The third factor is language—how communicators use words and symbols to persuade an audience.

**Key Message Factors**

- Message Structure**
  1. Message sidedness
  2. Conclusion sidedness
  3. Order of presentation (primacy vs. recency)?
- Message Content**
  1. Evidence
  2. Fear
  3. Framing
- Language**
  1. Speed of speech
  2. Powerless versus powerful language
  3. Intense language

From The Dynamics of Persuasion  
Pechoff, 2001

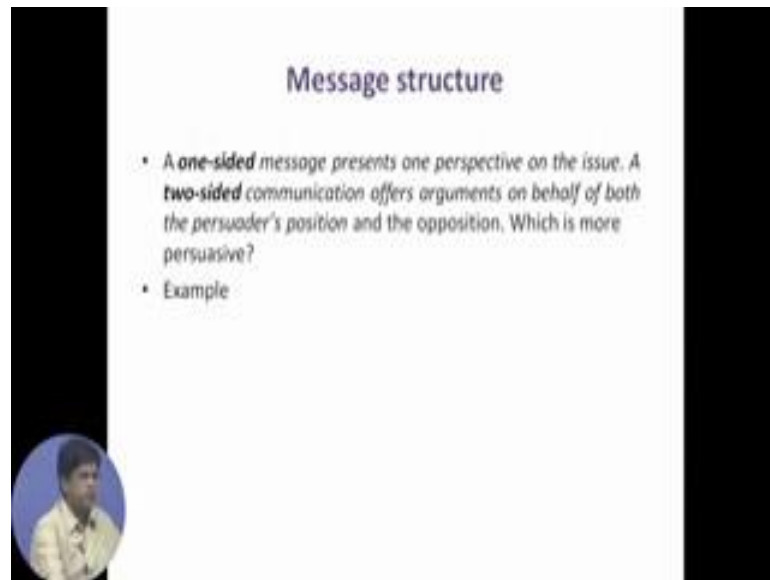
So, we have done with the endorsement value and here you can see that here also it is endorsed by stars, so film stars endorsing it and so these are examples of authority figure or let us say very popular figures, charismatic figures, doing advertisements in order to persuade people and it actually succeeded.

Now, let us move on to the next component which is the message factors, what is there in the message to a very great extent, significantly, influences what is the level of persuasion as well. So, message sidedness: there is a positive sided or negative sided conclusion that you draw from the message, order of presentation primacy versus recency. It is generally formed that the last part of the message is better remembered and that also has an impact on the people. When you are looking at the message content evidence, fear and framing these are the three strategies which play significant role and when we come to language components speed of speech how fast; somebody speaks powerless versus powerful language and intense language that is emotive language. These are the various components which have been through research found to be successful in persuasive communication.

Now, if you want to take home lessons from this; obviously, if you are talking about an advertisement or you are talking about let us say presentation or you are talking about

talking to somebody in day-to-day life or in a business transaction, I have a feeling that all the 3 major components will come into play and you need to be aware of that.

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**Message structure**

- A **one-sided** message presents one perspective on the issue. A **two-sided** communication offers arguments on behalf of both the persuader's position and the opposition. Which is more persuasive?
- Example

*(A small circular inset image of a man in a yellow shirt is visible in the bottom left corner of the slide.)*

Now, message structure the one sided message presents only one perception and two sided communication presents both the sides and very often is more persuasive. So, let us say somebody is making a business deal and when he is making that he will points to both the pros and cons, but however the pros seem to be more. The person who is listening to this person feels that ok this is a realistic thing, this car has these many good qualities how about these are the bad qualities; now you compare the two. Now, when things are presented this way, the other person feels that the seller is trying to be transparent; he is trying to be honest now. So, one sided message indicate communicative sense of dishonesty whereas, the two sided message; however, loaded might be on one side is still considered to be more honest.



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- Two-sided messages influence attitudes more than one-sided messages, provided one very important condition is met: The message refutes opposition arguments.
- When the communication mentions, but not does demolish, an opponent's viewpoint, a two-sided message is actually less compelling than a one-sided message.
  - Enhances the credibility of the speaker
  - Convinces through reason why the opposing argument is wrong

So, two-sided message influence attitudes more than one-sided messages, when the communication mentions, but does not demolish an opponent's viewpoint; actually a two-sided message is less compelling. So, you need to be strategic about how you are actually using it. So, if next time you are speaking, trying to persuade somebody to buy your product, persuade somebody to take you, then you have a two-sided message but at the end of it, your side of the message; the one which you are trying to endorse should be stronger and automatically lift to some kind of a conclusion, should be compelling.

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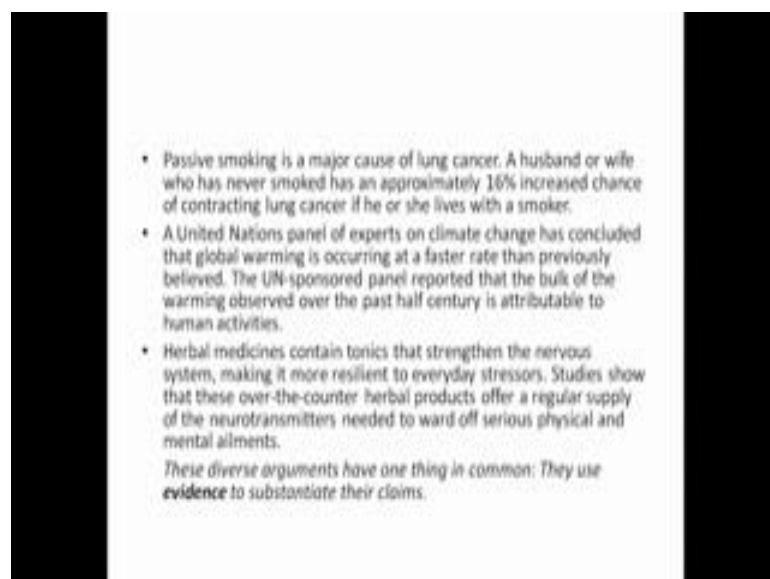


- **Should conclusions be explicit or suggested?**
- *O'Keefe (1997) found that messages clearly or explicitly articulating an overall conclusion are more persuasive than those that omit a conclusion. As McGuire (1969) bluntly observed: "In communication, it appears, it is not sufficient to lead the horse to the water; one must also push his head underneath to get him to drink".*



Now, there have been lot of research in these areas, that messages have to be explicit, explicit messages are more easily understood than certain messages. Symbolic messages where the meaning is not finally unfolded and left to the audience to unfold, very often do not work.

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- *Passive smoking is a major cause of lung cancer. A husband or wife who has never smoked has an approximately 16% increased chance of contracting lung cancer if he or she lives with a smoker.*
- *A United Nations panel of experts on climate change has concluded that global warming is occurring at a faster rate than previously believed. The UN-sponsored panel reported that the bulk of the warming observed over the past half century is attributable to human activities.*
- *Herbal medicines contain tonics that strengthen the nervous system, making it more resilient to everyday stressors. Studies show that these over-the-counter herbal products offer a regular supply of the neurotransmitters needed to ward off serious physical and mental ailments.*

*These diverse arguments have one thing in common: They use **evidence** to substantiate their claims.*

So, this is something which you should apply for yourself and examples have been given over here.

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**Fear appeal**

- Hoping to deter juvenile criminals from a life of crime, a New Jersey prison adopted a novel approach in the late 1970s. Teenagers who had been arrested for crimes like robbery were carted off to Rahway State Prison to participate in a communication experiment. The teens were seated before a group of lifers, men who had been sentenced to life imprisonment for murder and armed robbery. The men, bruising, brawling criminals, intimidated the youngsters, swearing at them and threatening to hurt them. At the same time, they used obscene and intense language to scare the youngsters into changing their ways. The program, *Scored Straight*, was videotaped and broadcast on national television numerous times over the ensuing decades (Finckenauer, 1982).
- Parents use fear, from the get-go, to discourage children from approaching dangerous objects and people. They warn toddlers that they can choke and die if they put small parts of toys in their mouths. School-age kids are warned what can happen if they don't buckle up safety belts or wear bicycle helmets, or if they play with firearms.

From *The Dynamics of Persuasion*  
Fishhoff, 2003

Next we move on to the other aspect which we are discussing with fear appeal. So, we can go through this text together. Parents use fear from the get code to discourage children from approaching dangerous objects and fear appeal is very often used in our day-to-day life as for instance, when I get angry with my child I say that if you do not read then you will not be able to do well in the exams, when you do not do well in the exams then you do not get a good job, when you do not get a good job then you will suffer.

So, you have a train of logic; what you are trying to do is persuade the child to read using fear appeal and here are some few other examples from the book that I have been referring to again and again that is from (Refer Time: 26:16) dynamic persuasion.

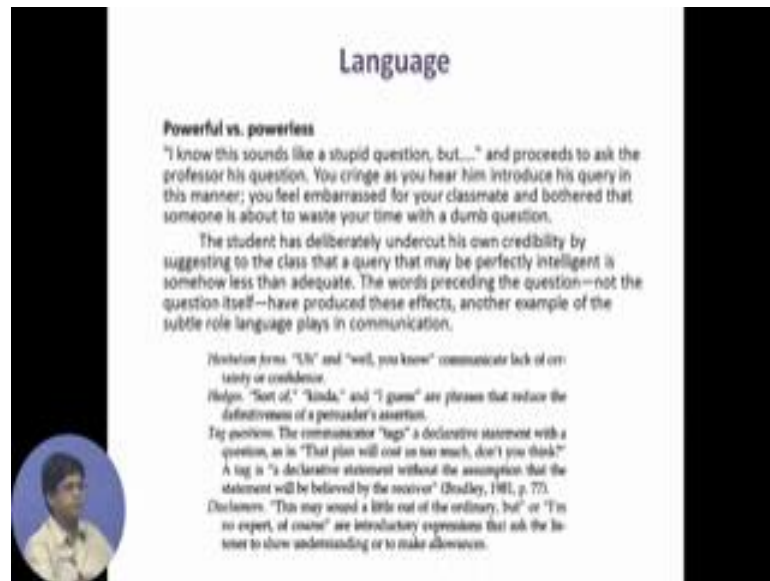
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- Not only can fear appeals fail because they arouse too little fear, they can also backfire if they scare individuals too much (Morris & Swann, 1996)
- The belief that one is less likely to experience negative life events than others is known as **unrealistic optimism or the illusion of invulnerability**.
- The illusion of invulnerability is a major barrier to fear appeals' success. If I don't believe or don't want to believe that I am susceptible to danger, then I am unlikely to accept the persuader's advice.
- A message can scare someone, but fail to change attitudes because it does not connect with the person's beliefs about the problem, or neglects to provide a solution to the difficulty that ails the individual.
- (some problem or task related to this)

So, but then you see that it can also back fire the examples of that and it can also have other kinds of implications, view you can have what is known as unrealistic optimism bias which means that, thousands of people are smoking cigarette, I am also smoking cigarette, nothing is going to happen to me, it will happen to other people, other people get cancer, I will not get cancer. So, this kind of thing also happens so there is a lot of complex, there are lot of complex issues involved in this. I have made a few points over here you can go through them in your leisure when you go through the slides.

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## Language

**Powerful vs. powerless**

"I know this sounds like a stupid question, but..." and proceeds to ask the professor his question. You cringe as you hear him introduce his query in this manner; you feel embarrassed for your classmate and bothered that someone is about to waste your time with a dumb question.

The student has deliberately undercut his own credibility by suggesting to the class that a query that may be perfectly intelligent is somehow less than adequate. The words preceding the question—not the question itself—have produced these effects, another example of the subtle role language plays in communication.

*Hesitation terms:* "Uh" and "well, you know" communicate lack of certainty or confidence.

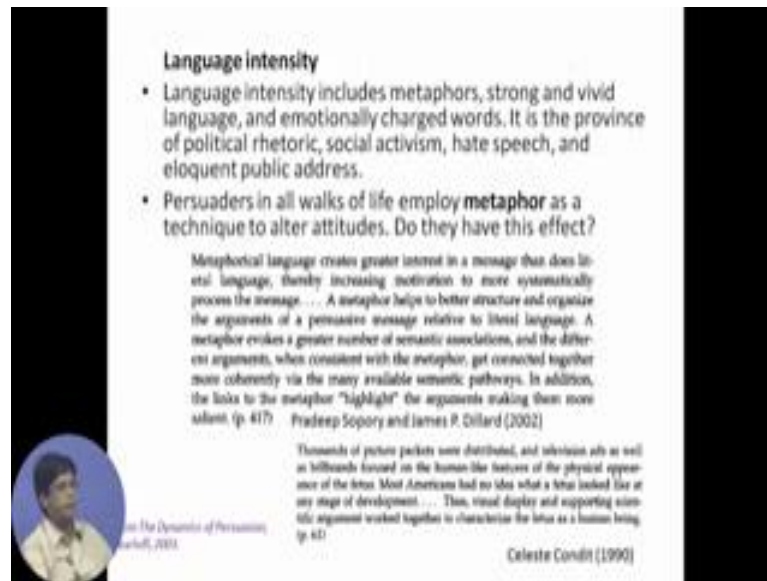
*Hedges:* "Sort of," "kinda," and "I guess" are phrases that reduce the definitiveness of a persuader's assertion.

*Tag questions:* The communicator "tags" a declarative statement with a question, as in "That plan will cost us too much, don't you think?" A tag is "a declarative statement without the assumption that the statement will be believed by the receiver" (Bradley, 1981, p. 77).

*Disclaimers:* "This may sound a little out of the ordinary, but" or "I'm no expert, of course" are introductory expressions that ask the listener to show understanding or to make allowances.

Now, we move on to the other aspect in the context of the message, which is the language. Powerful versus powerless again you go through the slides in detail, the only thing I would like to share here quickly is that powerful language is language which is non hesitant pro, something which is assertive and whatever I discussed when I was talking about let us say voice speech, when we were talking about speaking skills also apply here because language does manage to convey lot of things, voice does manage to convey lot of things hesitation, language, communicating in the sense of hesitation, uncertainty these things are generally not very persuasive and that should be obvious to you.

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**Language intensity**

- Language intensity includes metaphors, strong and vivid language, and emotionally charged words. It is the province of political rhetoric, social activism, hate speech, and eloquent public address.
- Persuaders in all walks of life employ **metaphor** as a technique to alter attitudes. Do they have this effect?

Metaphorical language creates greater interest in a message than does literal language, thereby increasing motivation to more systematically process the message. . . . A metaphor helps to better structure and organize the arguments of a persuasive message relative to literal language. A metaphor evokes a greater number of semantic associations, and the different arguments, when consistent with the metaphor, get connected together more coherently via the many available semantic pathways. In addition, the links to the metaphor "highlight" the arguments making them more salient. (p. 417) Pradeep Sopyri and James R. Ollard (2002)

Thousands of picture packets were distributed, and television ads as well as billboards focused on the human-like features of the physical appearance of the fetus. Most Americans had no idea what a fetus looked like at any stage of development. . . . Thus, visual display and supporting scientific argument worked together to characterize the fetus as a human being. (p. 42) Celeste Condit (1990)



Language intensity is how intensively it provokes you ok, a metaphor may be and strong and vivid language, illustration examples, these work better than detached language, language which is emotional also works in a powerful way in persuading people because very often the cognitive side is there to persuasion, but the emotional side is very much there strong likes and dislikes play role, in persuasion as much as the logical argument which also plays a significant role in persuasion and when we are talking about language intensity, we are talking about the emotional side of things.

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So, as I told you a little earlier here is the summary of the main points that we are met and I would like you to go through these concepts in a systematic way because then they are going to help you realize how to become a persuade communicate. Persona: pleasant, personality, good communication skills, confidence, smile, approach ability; credibility: whatever, you say should make sense, should be realistic and should not be outrageously outlandish. Language and communication; persuasive language means figurative language, emotional language also logical language showing both the sides of things.

Authoritative figure: if, you can refer within your context to some people having used it let us say selling something and saying that this people and the other people that they all used it, this institute or another well known institute has used it, this can act as authority figures or if you are yourself an authoritative figure - desired to believe: in the other person out of five different things you have to say probably the person is interested to believe in two of them or is interested in two of them focus on those. Familiarity: if the person is familiar with something then use a different strategy if somebody is not familiar, you can genuine interest by giving lot of information however, when somebody is familiar with something probably in that direction and if somebody likes that thing, it is probably much easier to persuade that person.

Exclusivity and availability; this relate to marketing your product, marketing your concept whatever and that is rare and yet it is available and relevance obviously, for the person who is making use of it curiosity in triggering, exciting, interesting and then of course use of media, we have already talked about how to use power points, how to use multimedia, how to use different aspects of let us say visuals and auditory channels and social media; we are using it very day of our life you are already doing it for our experiments as well. So, when we use all this things in a meaningful and careful sustained way carefully sustained way based on what we have done today, you feel that or I am sure that you will get to know that persuasive communication will be successful. However, it is not just good enough that I spend an hour sharing these points with you; you must learn to practice this in your life in order to become a better and more persuasive communicator or in order to practice persuasion in various works of your life.

Thank you very much.