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By Charles U. Larson



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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.



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Editorial Review

Review

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.

About the Author

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.

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