

Contents

Introduction	ix
<i>James Price Dillard and Michael Pfau</i>	

PART I. BASIC ISSUES

1. On Being Persuaded: Some Basic Distinctions	3
<i>Gerald R. Miller</i>	
2. Oscillation in Beliefs and Decisions	17
<i>Edward L. Fink, Stan A. Kaplowitz, and Susan McGreevy Hubbard</i>	
3. Attitude Accessibility and Persuasion: The Quick and the Strong	39
<i>David R. Roskos-Ewoldsen, Laura Arpan-Ralstin, and James St. Pierre</i>	
4. The Media Priming Effect: News Media and Considerations Affecting Political Judgments	63
<i>Gerald M. Kosicki</i>	
5. The Negativity Effect in Political Advertising: A Meta-analysis	83
<i>Mike Allen and Nancy Burrell</i>	

PART II. THEORIES OF PERSUASION

6. A Cognitive Dissonance Theory Perspective on Persuasion	99
<i>Eddie Harmon-Jones</i>	
7. Language Expectancy Theory	117
<i>Michael Burgoon, Vickie Pauls Denning, and Laura Roberts</i>	
8. The Role of Attitude Functions in Persuasion and Social Judgment	137
<i>Sharon Shavitt and Michelle R. Nelson</i>	

9.	The Elaboration Likelihood Model: Its Impact on Persuasion Theory and Research	155
	<i>Steve Booth-Butterfield and Jennifer Welbourn</i>	
10.	Involvement as Goal-Directed Strategic Processing: Extending the Elaboration Likelihood Model	175
	<i>Michael D. Slater</i>	
11.	The Heuristic-Systematic Model of Social Information Processing	195
	<i>Alexander Todorov, Shelly Chaiken, and Marlene D. Henderson</i>	
12.	Revisiting the Theory of Psychological Reactance: Communicating Threats to Attitudinal Freedom	213
	<i>Michael Burgoon, Eusebio Alvaro, Joseph Grandpre, and Michael Voulodakis</i>	
13.	Nuances in Inoculation: Theory and Applications	233
	<i>Erin Alison Szabo and Michael Pfau</i>	
14.	The Theory of Reasoned Action	259
	<i>Jerold L. Hale, Brian J. Householder, and Kathryn L. Greene</i>	

PART III. AFFECT AND PERSUASION

15.	Discrete Emotions and Persuasion	289
	<i>Robin L. Nabi</i>	
16.	Persuasion and the Structure of Affect	309
	<i>James Price Dillard and Anneloes Meijnders</i>	
17.	Guilt as a Mechanism of Persuasion	329
	<i>Daniel J. O'Keefe</i>	
18.	Persuasive Effects of Product Warning Labels	345
	<i>Mark A. deTurck</i>	

PART IV. MESSAGE FEATURES

19.	Language and Persuasion	371
	<i>Lawrence A. Hosman</i>	
20.	Message Framing in the Prevention and Early Detection of Illness	391
	<i>Peter Salovey, Tamera R. Schneider, and Anne Marie Apanovitch</i>	
21.	Figurative Language and Persuasion	407
	<i>Pradeep Sopory and James Price Dillard</i>	

22. Evidence 427
Rodney A. Reynolds and J. Lynn Reynolds
23. Nonverbal Influence 445
Judee K. Burgoon, Norah E. Dunbar, and Chris Segrin

PART V. CONTEXTS

24. Persuading in the Small Group Context 477
Franklin J. Boster and Michael G. Cruz
25. A Variable-Based Typology and a Review of Advertising-Related Persuasion Research During the 1990s 495
Xinshu Zhao
26. The Business of Influence: Principles That Lead to Success in Commercial Settings 513
Kelton v. L. Rhoads and Robert B. Cialdini
27. Persuasion in the Legal Setting 543
John C. Reinard

PART VI. PERSUASION CAMPAIGNS

28. Political Campaign Persuasion and Its Discontents: Perspectives From the Past and Research Prescriptions for the Future 605
Richard M. Perloff
29. Enlarging the Role of Environment as a Social Influence Construct in Health Campaigns 633
Roxanne Parrott, Nichole Egbert, John Anderton, and Enid Sefcovic
30. Overcoming the Challenges of Environmental Public Information and Action Programs 661
Garrett J. O'Keefe and Robin L. Shepard

PART VII. MEDIA

31. The Impact of News and Entertainment Media on Perceptions of Social Reality 691
William P. Eveland, Jr.
32. The Role of Meaning Construction in the Process of Persuasion for Viewers of Television Images 729
John E. Newhagen
33. The Embodied Meaning of Media Forms 749
R. Lance Holbert

34. Interactive Technology and Persuasion	765
<i>B. J. Fogg, Elissa Lee, and Jonathan Marshall</i>	
Summary: Final Thoughts About Persuasion	789
<i>Michael Pfau and James Price Dillard</i>	
Author Index	797
Subject Index	847
About the Editors	863
About the Contributors	865