

CONTENTS

Foreword by Gerald R. Miller	9
Acknowledgments	13
1. Introduction	15
2. Logic and Persuasion	19
The Learning of Rules	20
Communication	21
Persuasion	24
The Logic of Behavioral Choice	26
Constructs and Rules: The Foundations of Behavioral Logic	29
Personal Construct Theory	30
Constructivism	34
Behavioral Rules	35
Constitutive and Regulative Rules	36
Conclusion	39
3. The Attitude-Behavior Relationship	41
Deception in Interpersonal and Mass Media Communication	41
Responsibility: The Reason for Rule-Following	45
The Age of Attitude Research	46
The Attitude-Behavior Dilemma	49
Attitude: An Alternative View	51
Conclusion	59

4. Theoretical Orientations of Persuasion Research	61
Landmark Theories of Persuasion	62
Learning Theory	63
Functional Paradigm	66
Cognitive Consistency Approaches	68
Congruity Principle	71
Cognitive Dissonance Theory	73
Counterattitudinal Advocacy	75
Inoculation Theory	76
Attribution Theory	77
Self-Attribution and Counterattitudinal Advocacy	79
Constructs, Rules, and Consistency: A New Approach	81
Conclusion	89
5. Persuasion Reconsidered: An Exercise in Rigorous Eclecticism	91
The Season for Change	91
Self-Autonomy	93
Locus of Control	96
Context Types	98
Context Predominance and Subordination	100
The Influence of Style and Relationship Type	103
Accounts	105
Rule Incompatibility	107
Conclusion	111
6. Persuasion Variables	113
Variable Types	114
Source Credibility	114
Persuasibility and Sex	121
Personality and Context	122
Cognitive Complexity	125
Counterarguing	128
Free Choice and Foreseen Consequences	129
Expectation Violation	130

Message Variables	140
Attitude Specificity	143
Normative Influences	144
Emotion	144
Conclusion	146
7. Interpersonal Persuasion	147
Rules Approach	149
Phenomenology	155
Interpersonal Persuasion: A Rules Approach	156
Interpersonal Persuasion Strategies	157
Rule Realignment in Interpersonal Persuasion	163
The Impact of Style	167
Nonverbal Persuasion	169
Nonverbal Behavior and Deception	171
Nonverbal Behavior and Conscious Intent	171
Conclusion	173
8. Persuasion in Organizations	175
Three Models of Organizational Goal Integration	176
The Exchange Model	177
The Socialization Model	178
The Accommodation Model	181
Roles and Rules: The Process of Change	184
Roles and Counterattitudinal Advocacy	187
The Organizational Environment	190
Conclusion	191
9. Persuasion and the Mass Media	193
The Mass Audience	194
The Challenge of Mass Communication	195
Models of Television Influence	198
Advertising: The Blatant Persuasion	205
Children and Advertising	208

Advertising and the Portrayal of Minorities	212
The Television Program as a Source of Persuasion	215
Conclusion	217
10. Two Methodological Traditions, by Gail Theus Fairhurst	219
Attitude Measurement	220
Standard Attitude-Scaling	221
Thurstone's Method of Equal Appearing Intervals	221
Likert's Method of Summated Ratings	223
Guttman's Scalogram Analysis	225
Osgood's Semantic Differential	227
Discussion of the Methods	229
Other Scaling Techniques	230
Physiological Measures	230
Cognitive Measures	230
Behavioral Measures	230
Summary	232
The Experiment	232
Source Credibility	236
Message Information Quantity and Previously	
Held Information	241
Conclusion	245
11. Some Future Methodological Considerations	247
Implications for Science	250
The Importance of Rule Precision	251
Contextual Considerations	256
Self-Autonomy and the Problem of Prediction	258
Conclusion	261
Bibliography	263
About the Author	283