## **CONTENTS**

33

INTRODUCTION	1
SECTION I THE PSYCHOLOGICAL CONTEXT	7
DANIEL KATZ	
The Functional Approach to the Study of Attitudes	19
HERBERT C. KELMAN	
Processes of Opinion Change	34
ROBERT B. ZAJONC	
The Concepts of Balance, Congruity, and Dissonance	45
ROBERT P. ABELSON	
Modes of Resolution of Belief Dilemmas	62
LEONARD W. DOOB	
The Behavior of Attitudes	74
C. I. HOVLAND / I. L. JANIS / H. H. KELLEY	
Communication and Persuasion	100

ví

	C. W. SHERIF / M. SHERIF / R. E. NEBERGALL	
	Attitude and Attitude Change: The Social Judgment-Involvement	
	Approach	104
	WILLIAM J. MCGUIRE	
	Personality and Susceptibility to Social Influence	122
	DAVID O. SEARS / JONATHAN L. Freedman	
	Selective Exposure to Information: A Critical Review	161
	DEMETRIOS PAPAGEORGIS	
	Warning and Persuasion	180
	WILLIAM J. MCGUIRE	
	Inducing Resistance to Persuasion:	
	Some Contemporary Approaches	197
SECTIO	N II OURCE: PROPERTIES OF SPEAKER	
	BILITY	219
	KENNETH ANDERSEN / THEODORE CLEVENGER, JR.	
	A Summary of Experimental Research in Ethos	223
	BRADLEY S. GREENBERG / GERALD R. MILLER	
8.	The Effects of Low-Credible Sources on Message Acceptance	248
	HAROLD SIGALL / ROBERT HELMREICH	
	Opinion Change as a Function of	

Stress and Communicator

. Credibility

55

261

Contents vii

Change

## SECTION III CHARACTERISTICS OF THE MESSAGE 271

	IRVING L. JANIS	
	Effects of Fear Arousal on Attitude Change: Recent Developments in Theory and Experimental Research	277
	HOWARD LEVENTHAL / ROBERT SINGER / SUSAN JONES	
	Effects of Fear and Specificity of Recommendation upon Attitudes and Behavior	303
	JAMES C. McCROSKEY	
	A Summary of Experimental Research on the Effects of Evidence in Persuasive Communication	318
	ARTHUR R. COHEN	
	Attitude Change and Social Influence	329
	RALPH L. ROSNOW	
	Whatever Happened to the "Law of Primacy"?	333
	J. W. KOEHLER	
	Effects on Audience Opinion of One-Sided and Two-Sided	
	Speeches Supporting and Opposing a Proposition	351
SECTI	ON IV	
THE .	EFFECTS OF PERSUASION	371
	JAMES O. WHITTAKER	
	Resolution of the Communication Discrepancy Issue in Attitude	

376

Contents	ix

WILLIAM A. WATTS / WILLIAM J. McGUIRE	
Persistence of Induced Opinion Change and Retention of the Inducing	
Message Contents	393
THEODORE M. NEWCOMB	
Persistence and Regression of Changed	
Attitudes: Long-Range Studies	409
GERALD R. MILLER	
A Crucial Problem in Attitude	
Research	420
MILTON ROKEACH	
Attitude Change and Behavioral	
Change	427
LYLE G. WARNER / MELVIN L.	
DEFLEUR	
Attitude as an Interactional Concept:	
Social Constraint and Social Distance	
as Intervening Variables Between	
Attitudes and Action	446
STANLEY E. JONES	
Attitude Changes of Public Speakers	
During the Investigative and	1855
Expressive Stages of Advocacy	471
Subject Index	485
Author Index	494