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Defining Persuasion Persuasive

communication is any message that is
intended to shape, reinforce, or change the

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responses of another or others.¹ Such
responses are modified by symbolic
transactions (messages) which are some-
times, but not always, linked with coercive

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force (indirectly coercive) and which appeal
to the reason and

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reporting the effect of argument strength on
attitude under various mood states was
conducted. The analyses included 39
estimates of effect size that were used to

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test the predictions of the processing deficit
perspectives (i.e., motivational or ability
deficits) and the hedonic contingency model.

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An analysis of 40 studies on sources of
communication found similar effects
between field and laboratory studies
(Wilson & Sherrell 1993). Meta-analyses

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involve the systematic and objective search
for all relevant prior research, followed by
use of pre-specified rules ...

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10/1/2006 · Next, a meta-analysis was
conducted and the impact of seven
moderator variables was tested. The overall
effect for the metaphor-literal comparison

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for attitude change was $r = .07$, which
supported the claim that metaphors enhance
persuasion.

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gave our meta-analysis a broader scope
beyond past analyses of fear appeals.

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Specifically, each prior meta-analysis has only tested theories relevant to the message portion of our framework, and thus, was only able to address a limited set of

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questions pertaining to fear appeal
effectiveness (for a description of prior
meta-

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generation of research on persuasion and
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the 1950s. Hovland started out his career
studying Pavlovian conditioning in the
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scholars, is: • a communication process in

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which the communicator seeks to elicit a
desired response from his receiver
(Andersen, 1971, p. 6); • a conscious
attempt by one individual to change the

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attitudes, beliefs, or behavior of another
individual or group of individuals through
the transmission of some message

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