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INTRODUCTION : #1 Persuasion In The Media Age Publish By C. S. Lewis, Persuasion In The Media Age Amazonde Timothy A persuasion in the media age timothy a borchers isbn 9781577668268 kostenloser versand fur alle bucher mit versand und verkauf ...

persuasion in the media age

Persuasion in the Media Age. Timothy A. Borchers. McGraw-Hill, 2002 - Language Arts & Disciplines - 472 pages. 0 Reviews. This book offers a contemporary approach to persuasion that emphasizes the influence that media has had on persuasive practices. While drawing heavily from rhetorical theories as a foundation for the book, essential social science behavioural theories are used liberally to ...

Persuasion is omnipresent in today's media-saturated society. From politicians to advertisers to friends and colleagues, persuaders are using increasingly sophisticated strategies to influence our attitudes, beliefs, and behaviors. Fortunately, this updated edition of Persuasion in the Media Age provides a timely, solid understanding of the methods used by contemporary persuaders and offers strategies to help readers become critical consumers of persuasion. Borchers begins with the premise that contemporary culture has been forever changed by electronic media and explores the way media technologies have influenced the study and practice of persuasion. He draws from a wide variety of scholars, bringing together the latest perspectives and research as well as foundational concepts. The Third Edition spotlights the influence of social media, presents storytelling as a key driver for persuasion, and incorporates updated examples that reflect recent political campaigns and developments in popular culture. This pedagogically rich, illustrated volume includes learning objectives, key terms, discussion questions,

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and activities that encourage students to apply chapter content to their everyday experiences. Internet-based exercises provide practical, relevant opportunities for students to evaluate Web-based persuasion, while ethics cases explore compelling issues that have emerged in today's media-dominated environment.

Persuasion in the Media Age addresses the impact of electronic media on the practice of persuasion and reviews constantly evolving digital strategies. Today's world demands a new perspective on persuasion—one that is grounded in the assumption that human consciousness and culture have been forever altered by communication technology. The fourth edition provides timely examples of persuasion in political campaigns, social movements, marketing, and interpersonal relationships—and the role of social media and media technologies in all of the contexts. From advertisers to politicians to influencers to friends, persuaders use increasingly sophisticated strategies to sway behavior. Borchers skillfully weaves theory, research, and engaging examples to help readers understand the practice of social influence—and to apply critical-thinking skills to the persuasion they encounter daily. The text takes an interdisciplinary approach to provide the latest thinking on persuasion while also drawing on a broad theoretical base for foundational concepts, such as attitudes, rhetoric, and human motivation. Throughout, Borchers emphasizes audience, storytelling, visual images, and ethics. This comprehensive, insightful, and accessible overview of persuasive communication teaches readers how to be skilled creators of persuasive messages—as well as critical consumers.

This is an accessible account of theoretical knowledge to help students explore and understand the world of persuasion they live in. The text is grounded in rhetorical theory but the findings of

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social science research are woven through the narrative to provide a comprehensive account of persuasion.

Stop to consider the culture of the 21st century: Each morning, you might hear a half – dozen ads on the radio before your feet touch the floor. Staggering out of bed, you'll pass brand logos on your clothing and in your bathroom. By the end of the day, hundreds — perhaps thousands — of marketing messages have targeted you. And yet so little is understood about how marketing affects our lives, our society, and our world. Enter Terry O'Reilly and Mike Tennant, the ad men behind *The Age of Persuasion*, the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio. They have made it their mission to share the back – room story of modern marketing, entertaining asides and all. "Think of advertisers as millions of ants in a colony, each working hard and each with its own objective. Except that in this colony, every single ant is competing against the others. That's the ad business. Almost every ad you see, hear, and otherwise experience is competing for a piece of your imagination. And like any cross – section of humanity, the vast, worldwide advertising community is diverse: composed of geniuses and idiots, saints and buffoons, and everything in between." From the early players to the *Mad Men* of the 1960s and beyond, O'Reilly and Tennant offer insights into a rapidly evolving industry. Smart and funny, *The Age of Persuasion* provides an entertaining — and eye – opening — look at a world driven by marketing.

Examines the patterns, motives, and effects of mass persuasion, discussing the history of propaganda, how the message of propaganda is delivered, and counteracting the tactics of mass persuasion.

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A harrowing account of brainwashing 's pervasive role in the twentieth and twenty-first centuries This gripping book traces the evolution of brainwashing from its beginnings in torture and religious conversion into the age of neuroscience and social media. When Pavlov introduced scientific approaches, his research was enthusiastically supported by Lenin and Stalin, setting the stage for major breakthroughs in tools for social, political, and religious control. Tracing these developments through many of the past century 's major conflagrations, Dimsdale narrates how when World War II erupted, governments secretly raced to develop drugs for interrogation. Brainwashing returned to the spotlight during the Cold War in the hands of the North Koreans and Chinese. In response, a huge Manhattan Project of the Mind was established to study memory obliteration, indoctrination during sleep, and hallucinogens. Cults used the techniques as well. Nobel laureates, university academics, intelligence operatives, criminals, and clerics all populate this shattering and dark story—one that hasn 't yet ended.

Using case studies and exercises, this innovative study guides the reader through the many varieties of persuasion and its performance, exploring the protocols of rhetoric unique to the medium, from orality and print to film and digital images.

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