



## Persuasive Communication, Third Edition (Paperback)

By Paul A. Mongeau, James B. Stiff

Guilford Publications, United States, 2016. Paperback. Condition: New. 3rd New edition. Language: English . Brand New Book. Providing an accessible integration of theory and research methods, this text prepares students to critically analyze persuasive appeals and to design effective messages and campaigns. The book draws on key ideas from both communication and social psychology to explore the mutual influence of cognitive and affective processes and the characteristics and production of messages. It gives the reader a solid grasp of foundational issues in persuasion research, the core components of persuasive transactions, and major theoretical models. Instructive concrete examples illustrate applications of the concepts in such settings as health promotion, political campaigns, the courtroom, and advertising. **New to This Edition\*** Engaging topic boxes on college drinking, attitudes about same-sex marriage, the birther movement, and other timely issues. **\*New or expanded discussions of the integrative model of behavioral prediction, the use of guilt appeals, social media, individualized tailoring of political messages, and numerous other topics.\*** The latest data and theoretical perspectives. **\*Epilogue on current and future trends in the field.**



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