



# Persuasive Messages: The Process of Influence

*William Benoit, Pamela Benoit*

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## **Persuasive Messages: The Process of Influence** William Benoit, Pamela Benoit

Designed to help students become more successful persuaders, *Persuasive Messages* offers practical advice on refining purpose, understanding audience, and designing a persuasive message. This textbook combines theory and practice, adopting a cognitive approach to understanding the persuasion process.

- A guide to successful persuasion, using student-friendly examples to provide a much-needed balance between theory and application
- Offers a new approach using the Cognitive Response Model, which places a special emphasis on audiences, and how they react to, or process, persuasive messages
- Covers a broad range of issues including: the relationship between attitudes and behaviour; the nature of ethics in persuasion; dealing with hostile and multiple audiences; and theories of persuasion, including consistency, social judgment, and reasoned action
- Teaches readers to be critical consumers of persuasive messages by discussing persuasion in advertising and in politics
- Lecturer resources available at [www.blackwellpublishing.com/benoit](http://www.blackwellpublishing.com/benoit)

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