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The Dynamics Of Persuasion Communication

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GLOSSARY OF MAJOR TERMS Persuasion: a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through transmission of a message, in an atmosphere of free choice.

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The Dynamics of Persuasion: Communication and Attitudes in the Twenty-First Century (Routledge Communication Series) Richard M. Perloff. 4.5 out of 5 stars 39. Paperback. \$95.76. Influence: Science and Practice Robert Cialdini. 4.6 out of 5 stars 626. Paperback. \$25.32.

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Richard M. Perloff, Professor of Communication at Cleveland State University, has been on the faculty at Cleveland State since 1979. He has written scholarly textbooks on persuasion, political communication, and the communication of AIDS prevention. Dr. Perloff is a nationally-known expert on the third-person effect, the divergent perceptions of mass media impact on others and the self.

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The Dynamics of Persuasion | Taylor & Francis Group

This comprehensive, complete and concise summary covers the book The Dynamics of Persuasion - 5th edition, by Richard. M. Perloff. Very suitable for students from Communication- and Information Sciences, other academic studies and those who are interested in the subject.

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