

COM 822-22: Persuasive Communication (Fall 2023)

Assignment #1

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Persuasive communication

Introduction

What does persuasive communication mean? according to Rebecca Renner in her article '*Types of Persuasive Communication*,' - Updated July 25, 2018, Elements that define persuasion in psychology include the use of symbolic words, images, or sounds. It also must transmit a message. But the key element that will define persuasion in psychology is if that message intends to deliberately influence its audience. So, to answer this question on persuasive communication I understand it is the information that changes what an individual's or organization's beliefs are into a better belief that promotes the lifestyle. A source by title *Moral Reframing: A Technique for Effective and Persuasive Communication across political divides* stated that moral concerns and convictions undermine communication and understanding between liberals and conservatives and that the “moral empathy gap” is particularly evident in the moral underpinnings of the political argument members of each side employ when trying to persuade one another. Both liberals and conservatives typically craft arguments based on their moral convictions rather than the convictions of the people they target for persuasion. As a result, these moral arguments tend to be unpersuasive, even offensive, to their recipients. The technique of moral reframing—whereby a position an individual would not normally support is framed in a way that is consistent with that individual's moral values—can be an effective means of political communication and persuasion. Quoting Omega Graduate School's philosophy of learning, Omega Graduate School affirms andragogy as a learning methodology, which includes a focus primarily on the educational process rather than academic content. Andragogy (Knowles, 1984) encompasses the following principles: Adult Learning must be relevant, Adult Learning should be experiential, Adult Learning should be driven toward problem-solving, and Adult Learners thrive when learning has immediate value. Based upon these principles, Omega Graduate School rejects any educational practices that inhibit the academic and professional respect of the adult learners who have entrusted their graduate education to the learning of its institution. and so, my content question is based on the principles listed. How then must persuasive communication have to be learned?

Doing my master's degree with City Vision University, I did a course in marketeering, I liked the branding model of communication and so it applies to the theories of persuasive communication especially for faith beliefs organizations can mostly and effectively occur by this indirect approach to deliver brand messages is gaining momentum as a marketing communications tool to engage consumers with brand messages in a non-interruptive and entertainment context. By using branded films, advergames, and other advertainment-type genres, advertisers aim to enhance consumers' brand perceptions, brand awareness, brand recall, and brand recognition, along with increasing consumers' brand attitudes and purchase intentions while providing value to consumers through brand communication.

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