

ATTITUDE (Part 9)

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Components of Persuasion

The first and foremost component is the communicator, the one who says something. It affects how the message is being perceived. There are some factors that make one communicator more persuasive than another; including credibility, attractiveness and powerful. A credible communicator is both expert and trustworthy. This is because when an expert is talking about a topic within his field, he is believed to have the knowledge and can be trusted. Trustworthiness is also important for a credible communicator. Speech style and speed contribute to trustworthy. A message that is delivered confidently and rapidly tends to be more credible. Besides that, trustworthiness is also higher if the audience believes the communicator is not trying to persuade him. Attractiveness on the other hand varies in several ways, particularly physical appeal and similarity to the audience. There are many cases where audience are more influenced by beautiful people and communicator who has similarities with them. Powerful or authority hold by the communicator can also influence the audience.

Secondly, persuasion is also affected by the message. It includes varying degrees of reason, emotion (such as fear), one-sided or two sided arguments, and other types of informational content. A persuasive message matches the recipients' level of consideration of the topic and delivered at the right time and in the right place. The longer the message, the more valid it appears to be. Familiar stimuli can be more persuasive, irrespective of whether they are true or not. can make people feel more positively about objects they have frequently encountered. Sometimes people do carefully consider the content of arguments presented in a persuasive communication.

Next is the channel, including the printed word, radio, television, the internet, or face-to-face interactions. A personal channel (e.g. face-to-face) is more persuasive than the media channel. Active experiences that have direct relation with the audience are more likely to endure and to affect the audience's subsequent behavior. This is because the more often the communicator have contact with an attitude object, the more positive the evaluation will be.

Lastly, the audience, the one who receives the message. It includes a variety of demographics, personality traits, and preferences. Persuasion is likely if the *receiver* has weaker attitudes and/or is attending to the message. systematic processing can change attitudes. Attitudes resulting from such careful consideration last longer and are much more resistant to later change than most attitudes produced by superficial processing. People process messages systematically only when they have both the motivation and the cognitive capacity to do so. Messages that match people's motivational goals and their capacity states are most persuasive. Positive and negative emotional states influence persuasion because they have motivational and capacity consequences.