

ATTITUDE (Part 10)

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Processes of Persuasion

There are two routes by which to alter attitudes; that are central route and peripheral route. Central route is a persuasion in which a recipient considers the arguments carefully and follows it closely to change their attitude. They learn the arguments in a message, extract a point when meets their needs, and indulge mentally in countering the arguments if disagree with some of them. If central route to persuasion is to be used, the points in the message need to be convincingly put since it will require considerable cognitive effort that is to think hard of them.

On the other hand, classical conditioning of an object with an emotional response such as simple repetition of a message can alter attitude change. It is peripheral route in which the arguments are not well attended by the recipients. By using peripheral cues, the recipient act in a less diligent fashion, preferring a consumer product on a superficial basis: it only appeal to the emotions of the recipient

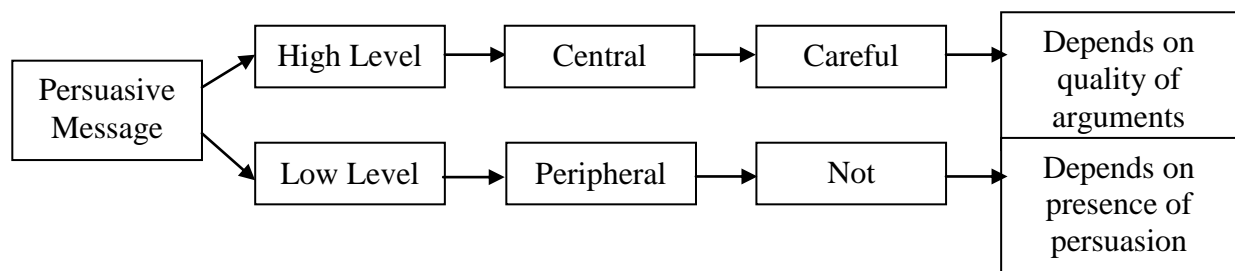


Figure: Model of Persuasion