

Social Influence (Part 5)

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3.0 Persuasion

- Persuasion is an attempt to change a person's attitude.
- The components include the speaker, the subject of the speech and the hearer to whom the speech is addressed.
- Aristotle also identified three elements necessary to persuade an audience which is emotional appeal, intellectual appeal and charisma.

3.1 Components of Persuasion

Who: The Source

3.1.1 Source Credibility

- The source is the individual who deliver the message.
- credibility is “the quality or power of inspiring belief”.
- **expertise** which is how much the source knows about the message.
- Secondly is **trustworthiness** which is whether the source will honestly tell you what he or she knows.
- Expert can influence us because we assume they know what they talking about. But expert cannot be persuasive unless we trust them.
- **fast talkers** are assumed to be more credible and intelligence than slow talkers
- But if the speaker talks too quickly, the audience will not be able to absorb the message
- **Powerful** speakers also assumed to be credible.
- Powerless speech, such as compound request may be favored because of politeness or other reasons but it detracts from the speaker's credibility and therefore less successful at exerting influence.

3.1.2 Source Likability

- Two factors that influence whether they like someone are similarity and physical attractiveness.
- Thus, overall similar source was more persuasive than the dissimilar source.
- The physical attractiveness produces a positive reaction from others.
- Attractive people also possess many other desirable traits which are including traits that can influence how persuasive a person is such as intelligence.
- For example attractive political candidates are more effective at persuading people to vote for them than are unattractive candidates, even though many voters deny the impact of attractiveness on electibility

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