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Concepts of Persuasion

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Concepts of Persuasion

Persuasion involves talking other people into changing their points of view, accepting commitment, taking a course of action or purchasing a service or product. Persuasion skills are common and useful in sales but they are used in other areas of expertise too. For example, a manager may persuade their employee to do an unpleasant but required assignment. Other forms of communication such as argumentative and propaganda may be mistaken for persuasive communication. Therefore, it is crucial to differentiate these communication styles.

Question 1

Propaganda is the rollout of ideas or information to affect the actions or feelings of an individual to be in your favor. Communication propaganda is common in the political world than in any other field. There is an insignificant amount of communicated propaganda in other fields as compared to the political field because it requires influence to gather a majority voter as compared to convincing only one or two customers to purchase a good or service (Hobbs, 2020). Propaganda are promises that are too good to be true, therefore, politicians across the world have greatly mastered these techniques and use them to their advantage.

A good example of propaganda is when George Bush wore a plain shirt and denim while he relaxed at Camp David. This technique is known as Plain Folks. He attempted to convince his supporters and average audience that he is an average individual and part of the people. Additionally, he portrayed himself as someone who has matching experience with the people and shares an understanding as to why people may be cautious or skeptical about accepting his point of view. His target is to give a sense of comfort and trust. Likewise, he targeted doubting individuals by showing that they share same goals, therefore, should support him. However,

wearing a plain shirt and denim was propaganda as compared to being an argument or persuasion because in real life the 44th president of the US has never been characterized to wear such outfits. Thus, wearing a plain shirt and denim as an example does not qualify to be an argumentation or a persuasion as it is not in his character at all (Burg, 2011). He simply did this as a way of gaining trust from the people who worked to his advantage.

Question 2

Arguments are exchange of different or diverging views. When people argue, they are committed to a disagreement and are usually ugly. This is because most intense arguments result from using false statements or fallacious arguments, or, they both just disrespect each other. Notably, the individuals get defensive and end up not listening to each other as they both try to prove their points. For instance, on Twitter, almost daily there are arguments among different individuals. Argumentative communication has proof, logic and reasoning in it (Van Eemeren & Grootendorst, 2016).

When an employer decides to change the working environment or the structure of the organization without involving the employees but there is improvement yearly, every employee can involve themselves in an argumentative communication with the employer to come to an understanding. Such does happen in a lot of companies and a fruitful decision that favors both parties are arrived to. In such a situation, both parties come with claims, ground, warrants, backing, qualifier and rebuttals of their decision.

Question 3

Persuasive communication is communicating intending to change, shape and reinforcing or affecting different responses from others. As an example, communication of messages that

gives an individual the desired results and responses would qualify as persuasive communication (Burg, 2011). This type of communication is commonly used by people who sell goods or services. Persuasive communication can be used in a variety of contexts including professional, personal and academic contexts.

Adverts by the Coca-Cola Company are some of the most persuasive adverts on televisions. They capture the attention of almost if not all individuals. Their adverts are designed to bring out the desired action of purchasing their products. Similar to persuasive essays, their ads aim to convince new consumers to buy their products. The reason as to why this is a persuasive communication but neither propaganda nor an argument is that persuasion skills from Robert Cialdini (2001) and McLean (2012) are used. This includes scarcity, authority, commitment and consistency, reciprocity, consensus and social proof and lastly liking. All these skills are present in Coca-Cola Company advertising. For instance, in scarcity, the Coca-Cola Company uses limited edition products that attract more consumers daily. Based on commitment and consistency, the Coca-Cola Company provides quality products every time and they do this without fail (Stiff & Mongeau, 2016). This communication best fits concepts of persuasion than both propaganda and argument because it is appealing to everyone and does not contain any disagreement, fallacious statements or false information as opposed to the other two.

In summation, propaganda, argument and persuasion are different forms of communication used daily in different professions or by individuals. They all have different aims, argument's aiming at getting the truth out of something, persuading targets promoting a person's opinion on a given position. Normally, this is factually true and propaganda offers political advertising which could alter the truth or have false information. propaganda, argument

and persuasion are used in different ways by people who are skilled to get what they want out of a targeted person or a group of individuals.

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