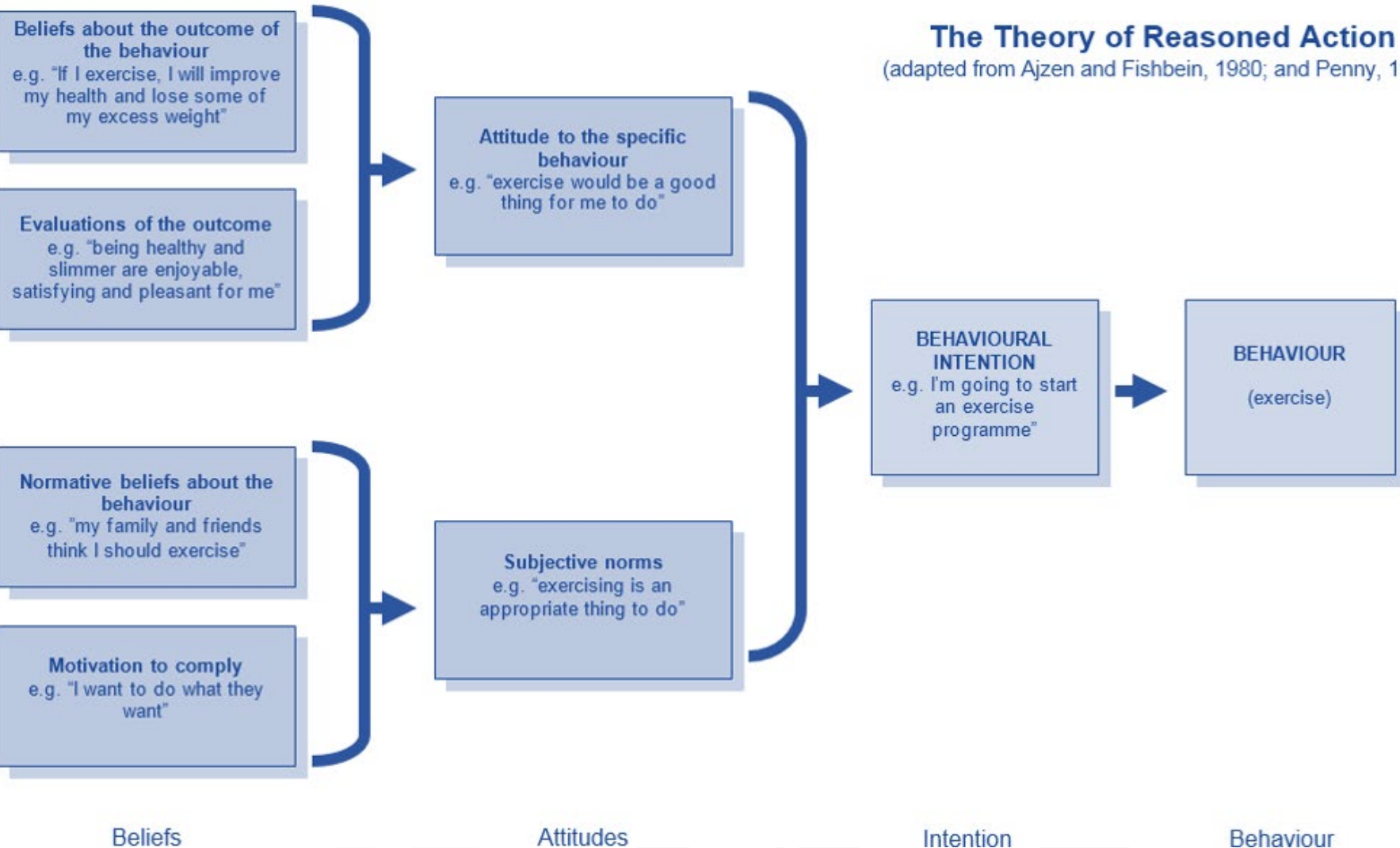


# CLASSIC PERSUASION THEORIES

## The Theory of Reasoned Action (adapted from Ajzen and Fishbein, 1980; and Penny, 1996)

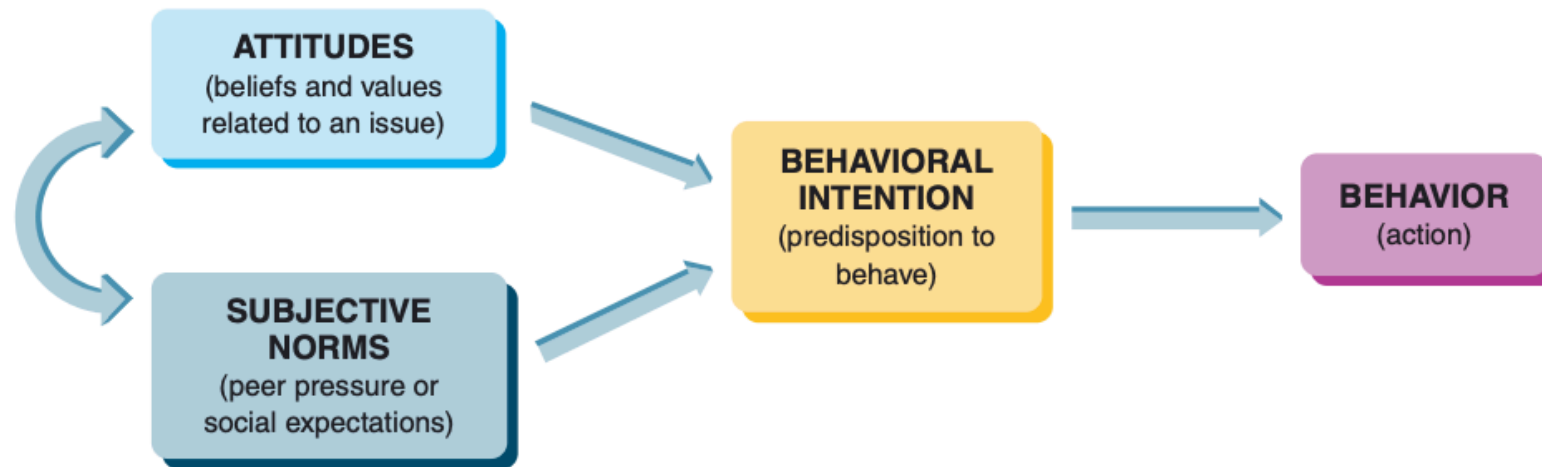
## THEORY OF REASONED ACTION

Strategic Communications Planning, 6<sup>th</sup> Edition  
Wilson and Ogden, 2015  
Chapter 2



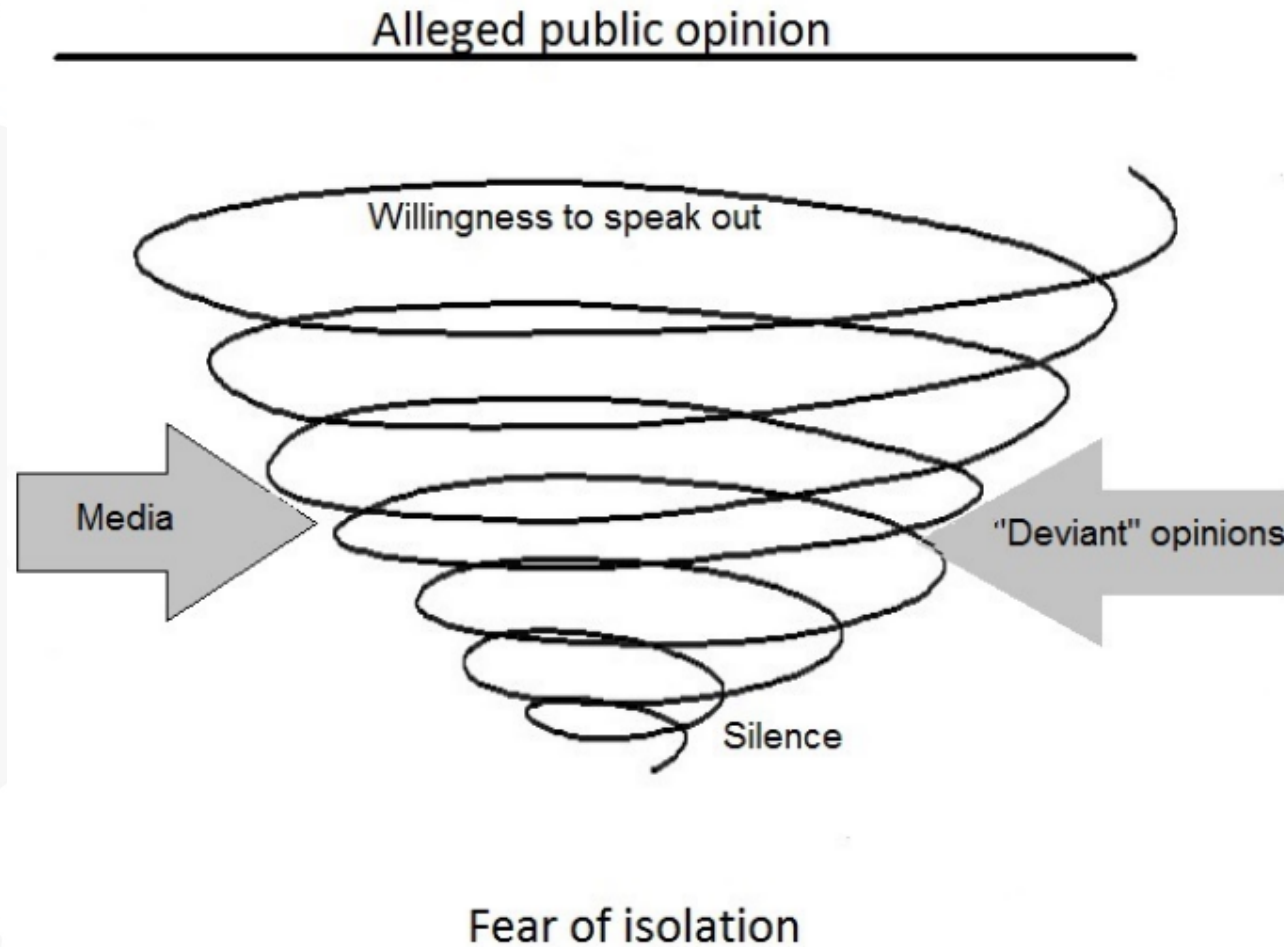
# THEORY OF REASONED ACTION

*Adapted from Fishbein & Ajzen*



# CLASSIC PERSUASION THEORIES

## Spiral of silence



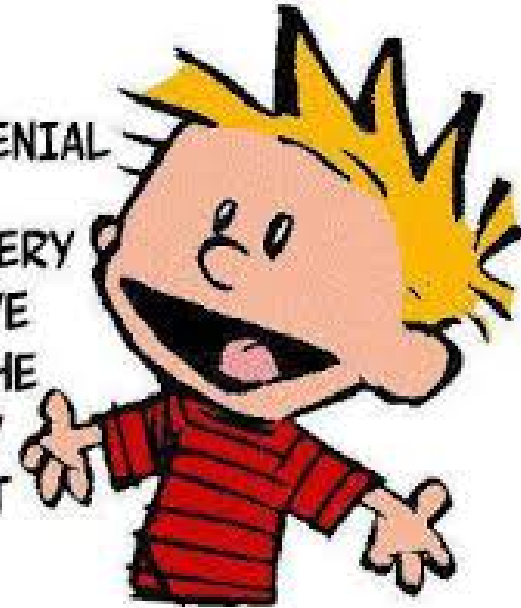
# CLASSIC PERSUASION THEORIES

## SELECTIVE PERCEPTION



IT'S NOT DENIAL

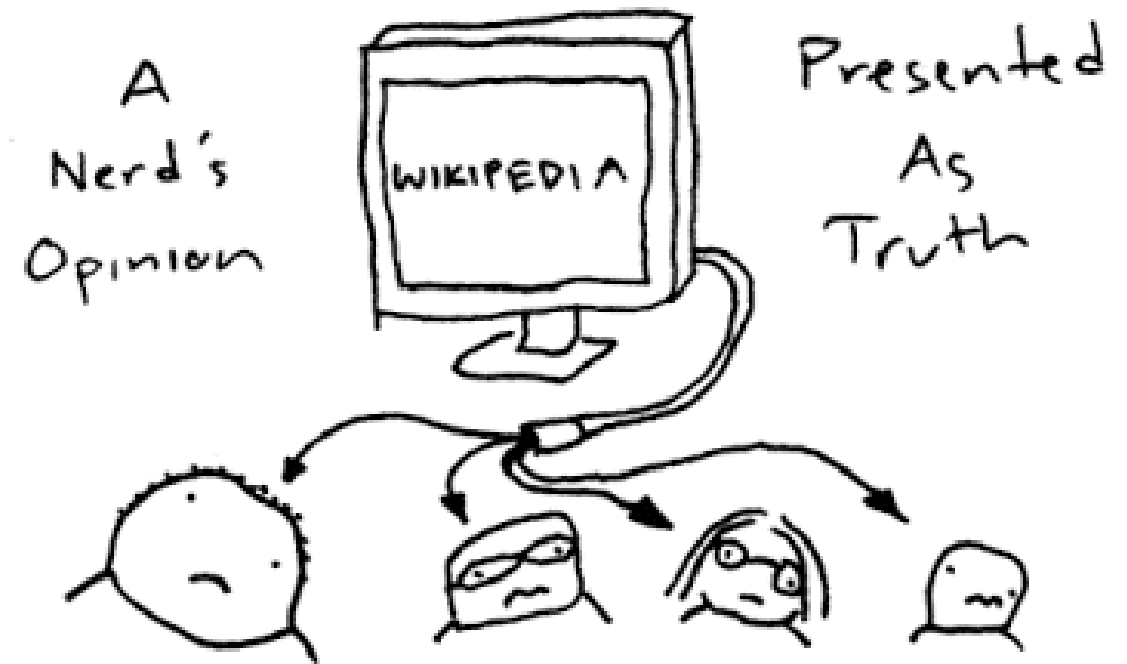
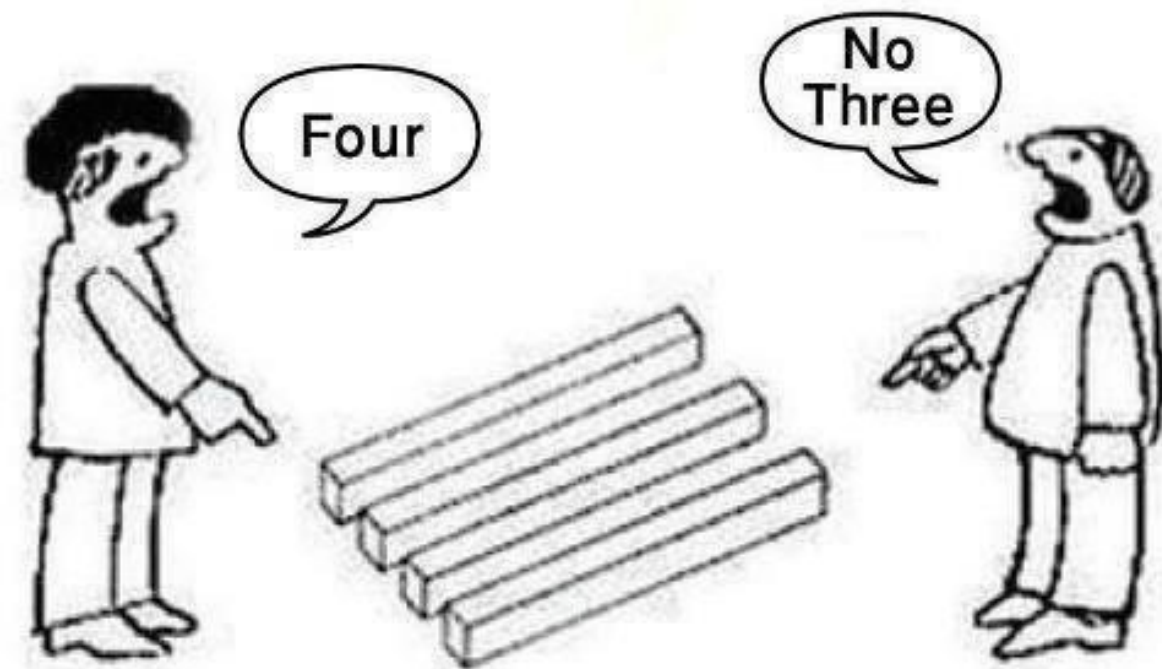
I'M JUST VERY  
SELECTIVE  
ABOUT THE  
REALITY  
I ACCEPT



# CLASSIC PERSUASION THEORIES

## SELECTIVE RETENTION

It is really confusing!!!



# CLASSIC PERSUASION THEORIES



## TWO-STEP (MULTI-STEP) FLOW

Strategic Communications Planning, 6<sup>th</sup> Edition  
Wilson and Ogden, 2015  
Chapter 2

# CLASSIC PERSUASION THEORIES

## AGENDA-SETTING





# CLASSIC PERSUASION THEORIES

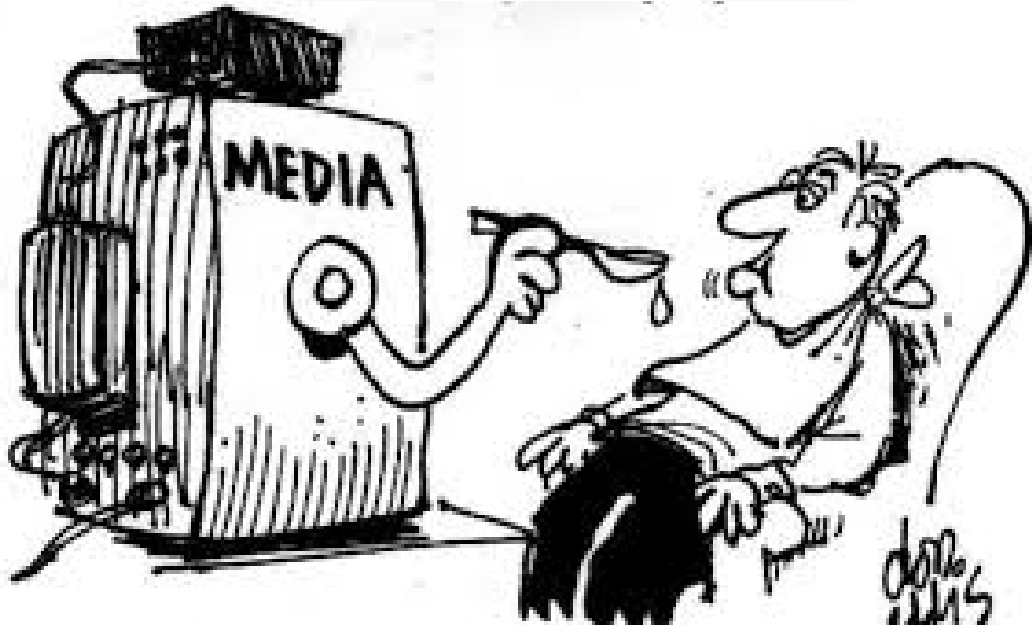
## • MEDIA FRAMING





# CLASSIC PERSUASION THEORIES

## MEDIA PRIMING



### WEAPONS OF MASS COMMUNICATION



# FRAMING

**Designing a message to influence  
how an issue or event is perceived.**

# OPINION LEADER

**A trusted individual to whom one turns for advice because of his/her greater knowledge or experience regarding the issue at hand.**

# PERSUASION

**Disseminating information to appeal for a change in attitudes, opinions and/or behavior.**

# PRIMING

**Increasing the salience of a public issue through strategically timed media coverage.**

# PUBLIC OPINION

**What most people in a particular public express about an issue that affects them.**

# SELECTIVE PERCEPTION

**The subconscious function of selecting from the millions of daily stimuli only those messages one chooses to perceive.**



# TRIGGERING EVENT

**An event that transforms readiness  
to act into actual behavior.**

# VALUES

**Core beliefs or beliefs central to an individual's cognitive system.**