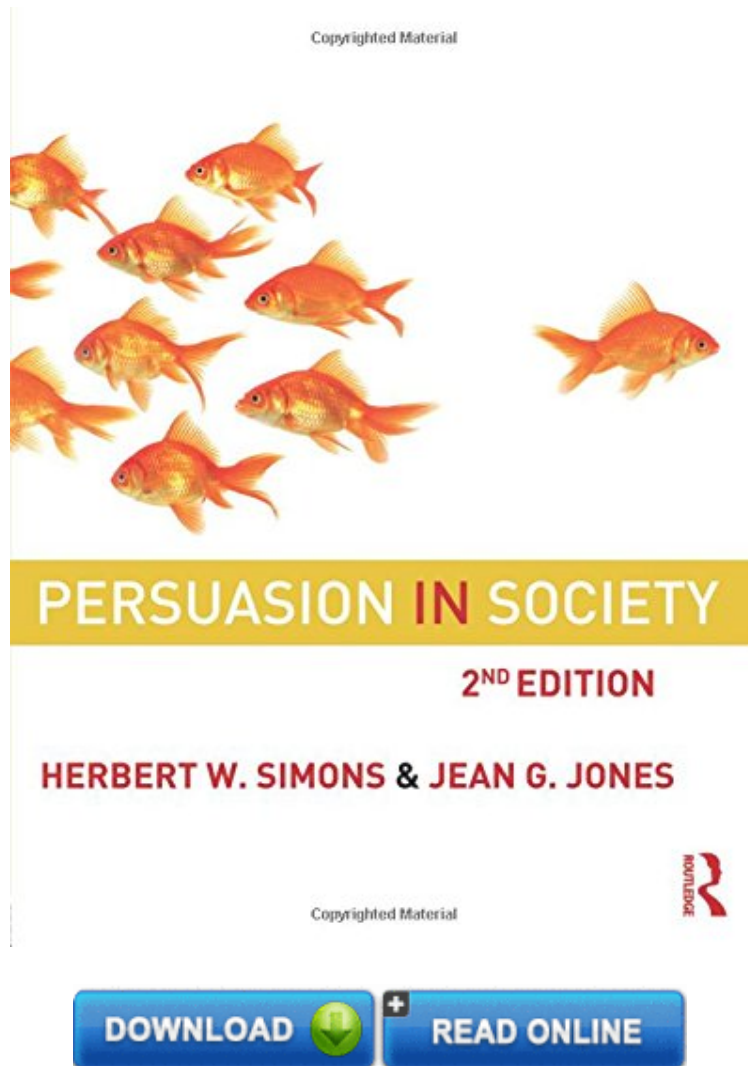


## Persuasion in Society

*Herbert W. Simons*

*audiobook | \*ebooks | Download PDF | ePub | DOC*



#905886 in Books 2011-03-16 2011-04-13Ingredients: Example IngredientsOriginal language:EnglishPDF #1 9.25 x 1.32 x 7.38l, 2.20 #File Name: 0415965144584 pages | File size: 46.Mb

**Herbert W. Simons : Persuasion in Society** before purchasing it in order to gage whether or not it would be worth my time, and all praised Persuasion in Society:

2 of 3 people found the following review helpful. Very niceBy Laura RodriguezThis is a comprehensive book on the subject of persuasion, and a fun read as well.The authors cover every aspect of the subject wit recent updates.I have to say I really enjoy this book (that's a class book). I'm learning a lot.Cons: look at the price.Pros: authoritative volume on the subject, packed with references.0 of 16 people found the following review helpful. Not badBy college studentThe book was a little more beat up than the site stated but it will do it's job.

Persuasion in Society introduces readers to the rich tapestry of persuasive technique and scholarship, interweaving rhetorical, critical theory, and social science traditions. This text examines current and classical theory through the lens of contemporary culture, encouraging readers to explore the nature of persuasion and to understand its impact in their lives. Employing a contemporary approach, authors Herbert W. Simons and Jean G. Jones draw from popular culture,

mass media, and social media to help readers become informed creators and consumers of persuasive messages. This introductory persuasion text offers: A broad-based approach to the scope of persuasion, expanding students understanding of what persuasion is and how it is effected Insights on the diversity of persuasion in action, through such contexts as advertising, marketing, political campaigns, activism and social movements, and negotiation in social conflicts The inclusion of "sender" and "receiver" perspectives, enhancing understanding of persuasion in practice Extended treatment of the ethics of persuasion, featuring opposing views on handling controversial issues in the college classroom for enhanced instruction. Case studies showing how and why people fall for persuasive messages, demonstrating how persuasion works at a cognitive level Highlights of this second edition include: An extensively revised approach, written with the needs of todays undergraduate students in mind Contemporary examples, selected for relevance, currency, and appeal Updated discussions of theory and research, including cognitive psychology and neuroscience Current illustrations from advertising, politics, social movements, propaganda, and other sources. To reinforce the topics covered in each chapter, discussion questions, exercises, and key terms are included. Additional resources are available on the Companion Website ([www.routledge.com/textbooks/simons](http://www.routledge.com/textbooks/simons)), along with materials for instructors, including supplements for lectures and sample exam questions.