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Hello Again! I hope all is well

Week of 4/27-5/1 Understanding Social Cognition

BACKGROUND INFORMATION The chapter presents students with information about social cognition. The chapter describes how attitudes and other aspects of social cognition affect the ways in which people perceive and act toward others. The text provides an overview of the factors involved in persuasion

Persuasion is the attempt to influence or change people's attitudes or views. There are two basic ways to persuade people, and within each there are a number of elements and techniques.

Central Route	This direct method uses evidence and logical arguments to persuade people.
Peripheral Route	This indirect method attempts to make positive or negative associations using objects, people, or events.
The Message	The message stands alone in the central route. In a two-sided argument, for example, the message is straightforward but attempts to discredit opposing views.
The Messenger	The messenger plays an important role in the peripheral route. Messages delivered by trustworthy, attractive, or familiar people can help persuasive messages succeed.

Watch the following 3 commercials, analyze the following factors in the commercial:

Liberty Mutual : <https://youtu.be/WFpIRXgS8T4>

Olive Garden: <https://youtu.be/VNA4HjhdQsA>

Teen vaping: <https://youtu.be/4qtXtBc6AkC>

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Look at these parts of the commercial:

1. methods of persuasion (Central or Peripheral)
2. the messenger (trustworthiness, physical attractiveness, similarity to audience)
3. the situation (what is happening in the commercial), primacy (only remember the beginning of information that was given) and recency effects (remembering the most recent information exposed to)
4. nonverbal communication.

Discuss the effectiveness of each commercial on the basis of the above 4 factors. Did the method chosen for that commercial help get the attention of the audience? Explain.