

INTERVENING PSYCHO-SOCIAL VARIABLES IN INTERPERSONAL COMMUNICATION

- Attitudes:** 1. An inclination to respond favorably or unfavorably to a class of objects or a concept.
2. A predisposition to act in a given way, at a given time, under a certain set of conditions or circumstances.
- Belief:** That dimension of meaning which labels the probability of an event. It is based more in fact as perceived. We believe what we want to believe.
- Value:** An enduring belief that a specific mode of conduct or end state of existence is personally preferable or socially preferable to an opposite or converse mode of conduct or end state of existence. (Rokeach, 1973)
- Opinion:** The overt expression of an attitude.
- Behavior:** The overt action a person takes in reference to the object or concept as a result of attitude.

Characteristics of Attitudes:

1. Direction
2. Intensity
3. Salience
4. Centrality to system
5. Stability

Attitudes are formed or stem from: environment, self-interest, and cognitive consistency.

Table 13.1 Co-Active Versus Combative Strategies of Persuasion

<i>Co-Active</i>	<i>Combative</i>
Rhetoric of identification: appeals to common ground; affirmation of shared values by means of symbolic acts.	Rhetoric of division: emphasis on differences between antagonists; use of invective, ridicule, symbolic acts of force.
Motivational appeals, including fear appeals, compliments, appeals to duty, etc. Avoidance of monetary inducements or coercive constraints.	Rhetoric of inducements and constraints; promises and rewards; threats and punishments for noncompliance—used to alter beliefs, values, and attitudes, not just behavior.
Rational persuasion; appearance of being rational and reasonable.	Appearance of being irrational or unreasonable; loss of control.
Changes in beliefs, values, or attitudes as a precondition for changes in behavior.	“Forced compliance” techniques: changes in behavior as a precondition for changes in beliefs, attitudes, and values.
No special effort to purchase or control media, channels, or other instrumentalities of “pure” persuasion.	Use of money or other sources of power to gain selective control over instrumentalities of “pure” persuasion.