

# Aristotle's Forms of Persuasion

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- **Logos** -- an appeal to reason
- **Pathos** -- an appeal to emotions
- **Ethos** -- an appeal based upon personality or character

# Persuasion

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- When practiced at its highest level, public relations identifies common interests and promotes actions that are mutually beneficial.
- In this context, persuasion is an appropriate **compliance gaining tactic.**

# Concepts of Public Opinion

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1. **“Group consensus about matters of political concern which has developed in the wake of informed discussion” (Graber).**
2. **Well formed, grounded in solid knowledge, fairly stable, and predictive of political action.**

# How Public Opinion Evolves

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1. It starts with an **already present mass sentiment**.
2. It begins to evolve when **an issue** is interjected into that consensus.
3. Like-minded individuals coalesce into **a public**.
4. Various publics engage in **public and private debate**.

# How Public Opinion Evolves

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5. **Time passes** and people make up their minds.
6. The debate leads to a consensus, which is known as **public opinion**.
7. Public opinion evolves into some form of **social action**.
8. The issue evolves into a **social value**, and the process begins anew.

# A Public Opinion Checklist

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1. You may not be the best judge of public opinion.
2. People resist change.
3. What's in it for me?
4. People believe what they want to believe.
5. Plant seeds in fertile ground.

# A Public Opinion Checklist

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6. **Keep it simple and straight.**
7. **Demonstrate knowledge of the issue.**
8. **When among friends, preach to the choir.**
9. **Actions speak louder than words.**
10. **Get the last word.**

# Persuasion versus Manipulation

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- **Manipulation suggests something underhanded.**
- **Short-term gains are short-lived.**
- **Manipulation comes with a cost: credibility.**
- **Those who seek to master public opinion often become a slave to it.**



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# Spiral of Science Theory

## 침묵의 나선 이론

**:Individuals tend to publicly express their opinions and attitudes when they perceive their view to be dominant or on the rise.**

# Central Assumptions

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- 1 Why people are unwilling to express their opinions (publicly) when they are not believed to be in the majority.
- 1 People feel an increasing pressure to conceal their views and opinions when they believe they are in minority
- 1 Individuals perceptions of the opinions of others is a critical factor in determining their willingness to express those opinions.

# Fear of Isolation

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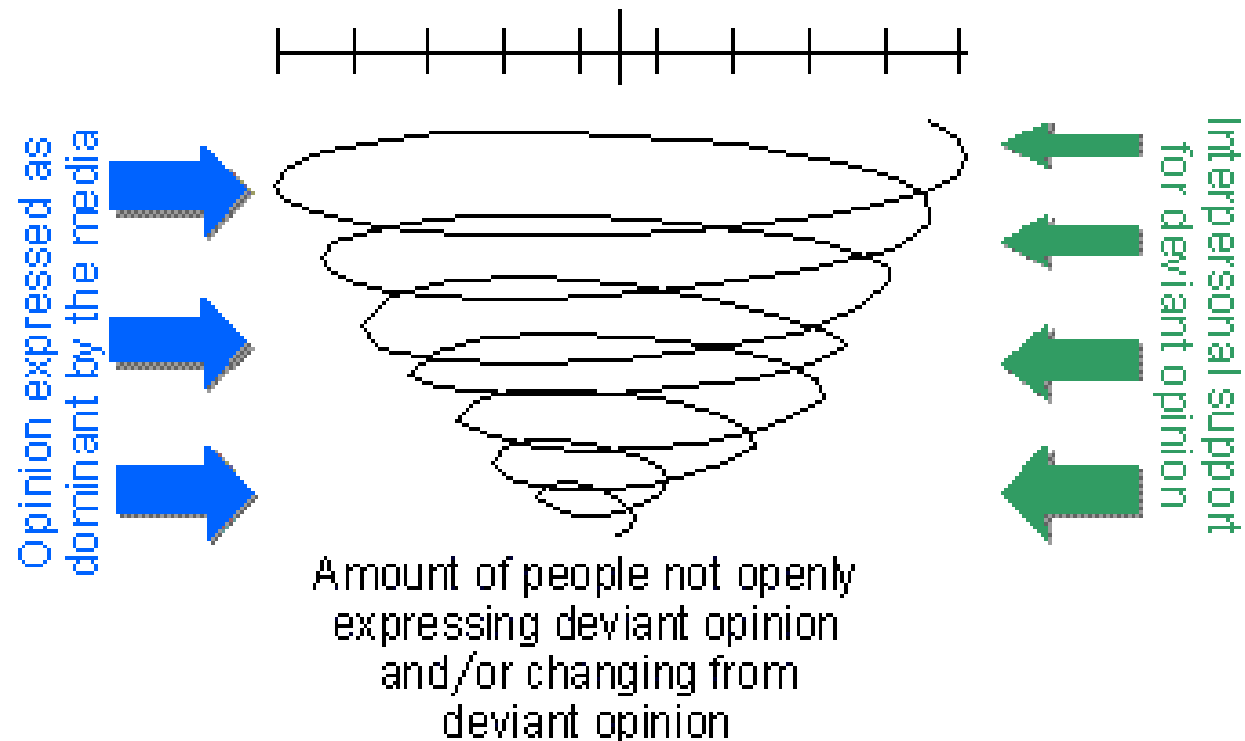
- 1 **Individuals will alter their behavior (ie, speaking out on an issue) due to innate fear of social isolation. --Perry Gonzenbach**
- 1 **"Fear of Isolation" is a key determinant of what the public (people) will talk about, which in turn shapes public opinion.**
- 1 **Individuals who fear isolation, because their own opinions may not be accepted tend to remain silent on the issue.**

# Quasi-statistical Sense

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- 1 The process by which people sense moods and changes in public opinion.
- 1 We use this to determine "which opinions and modes of behavior are approved or disapproved of in their environment, and which opinions and forms of behavior are gaining or losing strength."
- 1 Individuals constantly monitor their environment to check on the distribution of opinions and the future trend of the opinion.

# Process



Noelle-Neumann's Spiral of Silence

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# **Agenda-Setting Research**

# Assumptions of Agenda-Setting

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- 1 **Agenda-Setting Research since McCombs and Shaw's (1972) study of the 1968 U.S. presidential election; the relation between the news media's ranking of issues / the public ranking of the perceived importance of these same issues.**
- 1 **Mass media have the ability to transfer the salience of items on their news agendas to the public agenda**
- 1 **Contrasted with the prevailing selective exposure hypothesis; a cause-and-effect relationship between media content and voter perception**

# A Second level of Agenda-Setting

MEDIA AGENDA → → → → → → → PUBLIC AGENDA  
OBJECT OBJECT

*1st-level agenda-setting effects*

newspaper vs. TV

individual differences

international comparisons

agendas & democracy

establishing causality

historical analysis

ATTRIBUTES → → → → → → → ATTRIBUTES

*2nd-level agenda-setting effects*

framing the agenda

political advertising

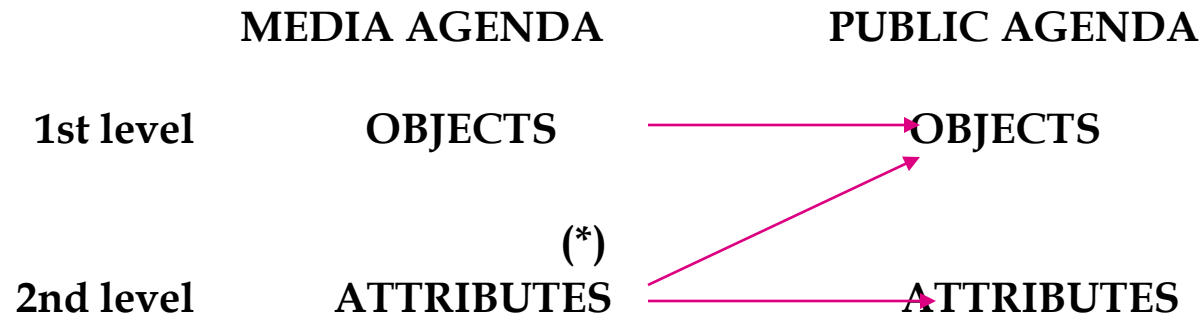
impact on opinions

impact on behavior

1st or 2nd-level agenda-setting effects



# A Second level of Agenda-Setting



2 levels of agenda setting & 3 hypothesized effects (McCombs, 1996)

- 1 This influences of attributes or frames from the 2nd level of the media agenda on the salience of objects on the 1st level of the public agenda defines "compelling arguments (\*)" in the media message.
- 1 1st level: what to think about
- 1 2ndlevel: how to think about it → what to think

# Attributes : Affective Dimension vs. Cognitive Dimension

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- 1 Affective Dimension:  
Images of candidates, emotional aspects,
- 1 Cognitive Dimension:  
Issue attributes, cause and solutions of issues

Ex) King(1997)

(1) *substantive* : candidates' ideology, issue positions, qualifications, experience, personal characteristics, personality

(2) *affective* : positive, negative, neutral for candidates

# Assumptions of Framing

## 고프만 (Goffman, 1974)

- 1 Framing은 개인이 어떤 사건을 관찰해서 이해하는 과정이다. 즉 경험의 조직화와 같은것으로 볼 수 있는데, 개인은 각자 다른 그들만의 프레임에 따라, 같은 현상에 대한 관점을 다르게 둘 수 있다는 것이다.
- 1 “언론인은 한 사건을 관찰하고 해석할때, 자신의 뇌리속에 존재하는 해석의 스키마 (Schema)를 사용하는데, 이 같은 맥락에서 볼 때 미디어는 현실의 특정 측면을 무시 혹은 경시하는 반면 다른 측면을 선택하고 강조하여 제시하는 기능이 있다.”
- 1 미디어 프레이밍은 미디어가 뉴스를 제공할때, 언론인의 해석에 따라 일정한 틀을 도입함으로써 수용자로 하여금 어떤 메시지를 유목화해서 해석하고 평가하도록 하는 역할을 한다고 전제한다.

# Definition of Framing

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Framing focuses not on which topics or issues are selected for coverage by the news media, but instead of the particular ways those issues are presented, on the ways public problems are formulated for the media audience.

# 2<sup>nd</sup>-level A.S./Framing

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## 1 McCombs(1997)

**framing is "the selection of a restricted number of thematically related attributes for inclusion on the media agenda when a particular object is discussed."**

## 1 Iyengar & Simon (1993) : 2nd level & framing

**-2nd level : the impact of news frames on the public agenda**

**-framing : on the frames themselves**

# A.S./Framing

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1 1st level, framing, 2nd level

-1st level : **the selection of issues by the news media and its impact on the public agenda**

-framing : **the selection of elements within a particular issue**

-2nd level : **the influence of the particular elements of an issue on the public's agenda of attributes**

# A.S./Framing

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1 framing & 2nd level

-2nd level : **the relationship between media & audience ways of thinking**

-framing : **how the media cover & present various subjects**

- 4 Media frames dimensions :

**(1) the topic of a news item (what is included in the frame)**

**(2) presentation (size & placement)**

**(3) cognitive attributes (details of what is included in the frame)**

**(4) affective attributes ( tone of the picture)**

# A.S./Framing

**MEDIA AGENDA**

**PUBLIC AGENDA**

**1st level**

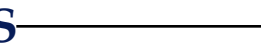
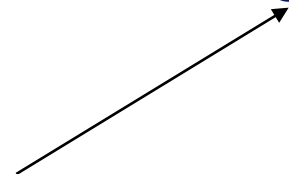
**OBJECTS**



**OBJECTS**

**2nd level**

**ATTRIBUTES**



**ATTRIBUTES**

- 1. Subtopics**
- 2. Framing Mechanism**
- 3. Affective Elements**
- 4. Cognitive Elements**

**Describing** agenda attributes : 4dimensions of framing



# Priming

## 1 Weaver (1975)

ex. the effect of Watergate news coverage

## 1 Iyengar & Kinder (1987)

Priming-making certain issues or attributes more salient and more likely to be accessed in forming opinions.(←media emphasis on particular issues activates.....)

“판단이나 선택을 할 때 모든것을 고려하는게 아니라, 특정기준이나 근거를 중심: 이성적 분석보다는 빠른 직관적인 판단중시”

## 1 Willnat (1997)

correlations between agenda-setting & behavior

# Priming

- 1 미디어 뉴스가 특정이슈에 관심을 집중하고 나머지 문제에 대해서는 큰 관심을 보이지 않는다면, 중점적으로 보도하는 이슈에 의거해 스스로의 인지구조에 잠재해 있는 생각을 활성화하여 사안을 판단.
- 1 “상대적으로 단순한 방법을 채택하려는 두뇌작용은 인지구조에 축적된 정보중에서 가장 최근의 정보 혹은 현재적 시점에서 가장 쉽게 떠오르는 정보를 이용한다.”
- 1 이런 측면에서 점화효과는 본질적으로 특정한 평가기준을 부각시키는데 이를 역으로 정치적인 목적에서 뉴스 보도를 조종하려는 시도도 종종 있다.

# Priming

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## 1 Two information-processing models of priming :

### (1) Higgins & King (1981)

the energy or action potential of a mental category is increased whenever the category is activated by exposure to related concepts or ideas.

### (2) Wyer & Srull (1986, 1989)

assumes information is stored so that the more recently acquired and used information is placed back at the top of the "storage bin" making it more accessible in memory.

# A.S./Framing/Priming

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- 1 agenda-setting, priming & framing (Price & Tewksbury, 1995)
  - agenda-setting : **commonly thought to be a kind of basic media effect on which priming depends.....**
  - priming : **the tendency of audience members to evaluate their political leaders on the basis of those particular events and issues given attention in recent news reports**
  - framing : **story presentation and thus framing is the "ability of media reports to alter the kinds of considerations people use in forming their opinions"**

# Influences on the media agenda

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## 1 Intermedia Agenda Setting

- \* "Who sets media's agenda?"

- \* **A case of intermedia agenda setting (Timothy Crouser, 1973) : "pack journalism" :**

  - "He would sit down and write a lead, and they would go write leads. Then he would change his lead when more results came in, and they'd all change theirs accordingly"**

- \* **Craig Trumbo (1995) : influence :**

  - 5 major newspapers → 3 major TVs in the U.S. in 1989**

# Influences on the media agenda

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- \* Agenda melding : newest approach (Donald Shaw, 1999) : receiver of media message - various public - their motivations for adopting agenda & affiliating with other persons
- \* "what media do to people" → " what people do with media "
- \* Agenda melding ← a theory of social dissonance  
← a theory of cognitive dissonance (Festinger, 1957) ←  
"disequilibration" (the seeking or avoiding of information that significantly alters views; Chaffee & McDevitt, 1996),  
spiral of silence (Noelle-Neumann, 1984)

