The Story about Persuasion: Processes and Representations

People are odd: if you ask them to do something, most likely they'll do the opposite. The Persuasive Communication group specialises in finding means to make people feel, think, want and do the thing you want them to do. We focus on the fascinating process of the interaction between message characteristics and receiver responses. We investigate how argumentative, narrative, and stylistic message features (both text and imagery) evoke and guide cognitive and affective processes that ultimately determine the receivers' understanding, attitudes, intentions, and behaviour. Offline and online message characteristics like argumentation type, stylistic choices, narrative structure, and humour or fear appeal, affect the way in which information is processed, and influences outcomes like self-regulation and persuasion. In our presentation we will give an example of our research on the power of stories, and we sketch an overview of our objects, methods, and findings.

Tuesday, October 27th 2015, 12:45 (sharp), E 2.53 (Erasmus Building)
Lunch is provided! To register send an e-mail to clscolloquium@gmail.com

More information: http://www.ru.nl/cls/colloquium