

ATTITUDE (Part 8)

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Persuasion and Attitude Change

The strategies of attitude change can be described as ways in which people try to manipulate or find efficient strategies to change other people attitude or behaviour. Some of the ways to change attitude can be look at the traditional way, the normal practitioner. In this practice, people of power or higher status in the society where people look up at them will give their persuasions though the changes in attitude of the listener are much weaker. Direct personal experience with the attitude object is a most potent setting for attitude change when the initial attitudes are based on misperceptions and inadequate information. It gives a bigger chance of changing the attitude because it taps on the personal feelings and emotions that the individual encounter and will usually last longer.

Persuasion

Persuasion is neither good nor bad (Myers, 1988: pp 276). It is normally the content of the message that brings out our judgments of the persuasion. According to Neill, persuasion is a deliberate attempt to change an attitude held by another. It is an active method of influence that tries to guide people toward the acceptance of an attitude, idea, or behavior by rational or emotive means. Persuasion relies on "appeals" rather than strong pressure.

Numerous variables have been found to shape an effective persuasion process. They are normally presented in four major components, in which each is very crucial to the success of a persuasive appeal. They generally can be easily understood by applying this phrase: *who* said *what* to *whom* and *how*.