

## **Art of Persuasive Communication, The**

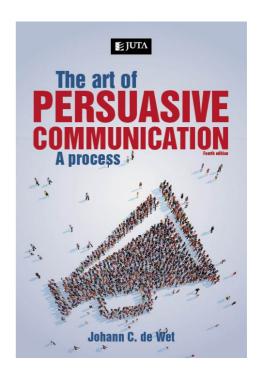
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## **About this Publication:**

The Fourth edition of *The art of Persuasive Communication – A process* situates contemporary persuasive practices against the background of the rich history of rhetoric and within the setting of a democratic state. Throughout, the author addresses critical issues that are important to communication science scholars and practitioners, as well as those active in related disciplines such as political science, sociology, social psychology and rhetorical studies.

The Fourth edition differs from the previous one in the following ways:

- The arrangement of the contents has been revised to facilitate a greater understanding
- There is much new material, especially in chapters 4, 5, 7, 8
- The role of social media is discussed and considered in chapter 7
- Chapter 8 includes a section on image management
- Chapter 9 is a new chapter focussing on political debates
- A new chapter 12 on Persuasion and the rhetorical imprint of a public rhetor has been added
- New contemporary examples related to South Africa have been included.

## **Contents Include:**

Chapter one: Communication and persuasion: A democratic setting Chapter two: Persuasive communication: The historical context Chapter three: Broad starting points of interpersonal persuasion

Chapter four: Theories of interpersonal persuasion

Chapter five: Persuasion, mass and social media, and public opinion

Chapter six: Perspectives of propaganda

Chapter seven: Leadership, persuasive language and politics

Chapter eight: Image and persuasive political campaign management

Chapter nine: Persuasion and political debates Chapter ten: Persuasion and political negotiation

Chapter eleven: Rhetorical discourses of South African statesment Chapter twelve: Persuasion and the rhetorical imprint of a public rhetor

## Of Interest and Benefit to:

Undergraduate students in Communication Studies, Media Studies, Rhetoric, Persuasive Communication, Leadership Communication and Management, Political Communication.