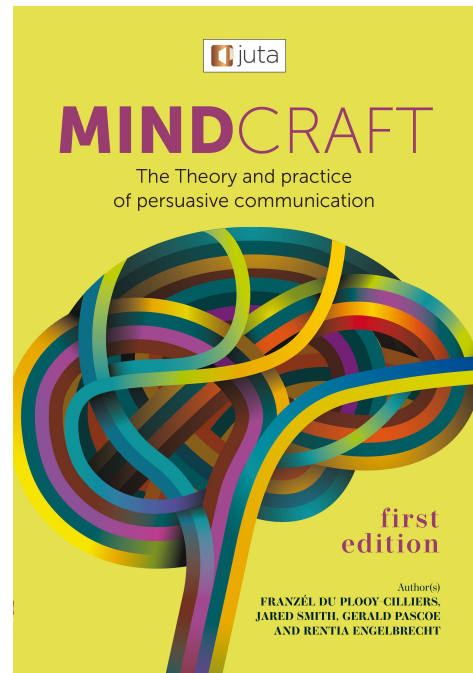


Mindcraft: The Theory and Practice of Persuasive Communication

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About this Publication:

American economist, Mark Skousen, has said that the triumph of persuasion over force is the sign of a civilised society. Today, Persuasive Communication is found all around us – in the conversations we have; in the media products and platforms we consume and engage with; and in the careers we study towards and embark upon. It is therefore vital that we learn how to identify and analyse the theories, techniques, tactics, and tools that are used to craft and deliver effective persuasive messages. However, even though persuasion has many advantages, there is also a shadow side to it, and we need to be able to filter out and protect ourselves against any unwanted or underhanded persuasive messaging.

In this foundational textbook on Persuasive Communication, we therefore examine:

- The evolution, roles, effects, and ethics of persuasion across traditional and new media.
- The influence of persuasive communication within various disciplines, such as political-, health-, development- and environmental communication.
- The functions and uses of persuasive communication in various professions, such as journalism, marketing, public relations, and graphic design.
- The underlying theories that inform our thinking around persuasion in various social contexts.
- Multiple South African and international examples and case studies to emphasise the application of theory to practice.

Each chapter in this textbook also provides clear learning objectives, concise visual summaries, and a series of short- and long-form questions that can be used to support learning throughout.

Key Features

The text covers the roles and functions of persuasion in practice in the areas of political, developmental, health, and environmental communication as well as its use in traditional media, new media and visual communication. It includes the ethics of persuasion and persuasion as a profession.

- The only South African title of this nature on the market

Contents Include:

- Chapter 1: Mindcraft: Persuasive communication in social contexts
- Chapter 2: Crafting Minds: Theories of Persuasive communication
- Chapter 3: The Ethics of Persuasion
- Chapter 4: Political Communication
- Chapter 5: Crafting Development: The Role of Persuasion in Development Communication
- Chapter 6: Using Persuasion for Health Communication
- Chapter 7: Persuasion in Environmental Communication
- Chapter 8: Persuasion in Traditional Media
- Chapter 9: Persuasion and New Media
- Chapter 10: Persuasion in Visual Communication
- Chapter 11: Persuasion as a Profession

Of Interest and Benefit to:

First to third year students at any tertiary institution.