

# Advertising & Persuasion in a Diverse World

Communication 7950 – Spring 2013

Tuesdays - Thursdays 11:10 – 12:30, 106 Journalism Building

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Office Hours: Wednesdays 9:00 AM – 11:00 AM

**Readings:** Appiah, Osei, & Eighmey, John. (Eds). (2011). *The Psychology of Persuasion: Perspectives for Theory, Research, and Application in a Diverse World*. San Diego, CA: Cognella Academic Publishing. ISBN 978-1-60927-732-1

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## Course Description:

Advertisers, marketers, pollsters and the like spend millions of dollars each year to persuade audiences on what to buy, what to think, what to feel, and whom to trust. These strategic communication techniques have particular relevance today as new media and interpersonal communication converge to provide more creative ways to transmit persuasive messages. In a world that is becoming increasingly more diverse in terms of age, race, gender, social status, physical abilities, and religious beliefs, there is a pressing need to more fully understand: 1) how to design effective persuasive messages; and 2) how diverse audiences are likely to respond to such messages. There is much interest among scholars, practitioners and students to better understand, theoretically and practically, how persuasive communication messages impact a variety of audiences.

This course will examine a range of academic studies about concepts, theories, methods, and issues concerning advertising persuasion. Course readings include a wide range of classic and contemporary research designed to provide students with a solid conceptual framework to explore and evaluate the intentions and effects of persuasive messages on diverse audiences. This course will challenge students to apply research theory in practical ways to critically examine current issues.

## Grading:

1. **Weekly Written Evaluation of Selected Articles** (25%). Write 2-page evaluation of a selected article.
2. **Midterm** (25%). The midterm will consist of multiple choice and short answer questions.
3. **Final Paper—Design a Study** (50%). A paper will be written (approx. 20 pages) where students design a study that will advance our understanding of a specific area related to advertising and persuasion. In this paper students will review the relevant literature, propose hypotheses, and layout the research method and specific research design. The ideal paper will serve as the basis for an article students will submit to an academic conference or a scientific journal.

All students are encouraged to *participate in class* discussion, as well as any in-class assignments. The goal of this requirement is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone. To a substantial extent, the benefits derived from this course are facilitated by students' willingness to expose their viewpoints to the scrutiny of the professor and their peers.

### **Academic Misconduct:**

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct ([http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp)).

**NO Make-Up Exams unless previously agreed upon by the professor prior to the exam.**

*Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.*

## **Discussion Topics and Readings**

Tuesday, January 8<sup>th</sup>                    **Introduction to the Course**

Thursday, January 10<sup>th</sup>

- Video: *The Persuaders*

Tuesday, January 15<sup>th</sup>                **I. Foundational Perspectives**

- John Eighmey and Sela Sar, "Harlow Gale and the Origins of the Psychology of Advertising," from the *Journal of Advertising*, vol. 36, no. 4, pp. 147–158.
- James E. Grunig, "Image and Substance: From Symbolic to Behavioral Relationships," from *Public Relations Review*, vol. 19, issue 2, pp. 121–139.

Thursday, January 17<sup>th</sup>

- C.H. Jordan & M.P. Zanna (1999). "How to read a journal article in social psychology," In R. F. Baumeister (Ed.), *The self in social psychology*, 461-470. Psychology Press: Philadelphia, PA.
- M. Snyder & K.G. DeBono (1985). "Appeals to image and claims about quality: Understanding the psychology of advertising. *Journal of Personality and Social Psychology*, 49(3), 586-597.

Tuesday, January 22<sup>nd</sup>                **II. Classical Theories of Persuasion**

- Hovland, C.I., & Weiss, W. (1952). "The influence of source credibility on communication effectiveness," *Public Opinion Quarterly*, 15, 635-650.
- Ajzen, I., & Madden, T. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, 22(5), 453-474..

Thursday, January 24<sup>th</sup>

## **II. Classical Theories of Persuasion (Cont.)**

- Petty, R. E., Cacioppo, J. T., & Schulman, D. (1983). "Central and peripheral routes to advertising effectiveness: The moderating role of involvement," *Journal of Consumer Research*, 10, 135-146.
- Chaiken, S. (1980). "Heuristic versus systematic information processing in the use of source versus message cues in persuasion," *Journal of Personality and Social Psychology*, 39, 752-766.

Tuesday, January 29<sup>th</sup>

## **III. Processing and Understanding Stereotypes**

- Devine, P. (1989). Stereotypes and prejudice: Their automatic and controlled components. *Journal of Personality and Social Psychology*, 56, 5-18.

Thursday, January 31<sup>st</sup>

## **II. Priming, Activating, & Internalizing Stereotypes**

- Power, J., Murphy, S., & Coover, G. (1996). Priming prejudice: How stereotypes and counterstereotypes influence attribution of responsibility and credibility among ingroups and outgroups. *Human Communication Research*, 23, 36-58.

Tuesday, February 5<sup>th</sup>

- Crocker, J. & Major, B. (1989). Social stigma and self-esteem: The self-protective properties of stigmas. *Psychological Review*, 96(4), 608-630.
- Entman, R. M., & Rojecki, A. (2000). Advertising Whiteness. In R. M. Entman & A. Rojecki, *The Black Image in the White Mind*. Chicago: University of Chicago Press.

Thursday, February 7<sup>th</sup>

## **XII. Social Comparisons and Stereotypes**

- Blanton, H., Crocker, J., & Miller, D. T. (2000). The effects of in-group versus out-group social comparison on self-esteem in the context of a negative stereotype. *Journal of Experimental Social Psychology*, 36, 519-530.

Tuesday, February 12<sup>th</sup>

Leach, C. W., & Smith, H. (2006). By whose standard? The affective implications of ethnic minorities' comparisons to ethnic minority and majority referents. *European Journal of Social Psychology*, 36, 747-760.

Thursday, February 14<sup>th</sup>

## **III. Attitude Formation, Accessibility & Change**

- Yi, H, Phelps, J. E., & Ewoldsen, D. R. (1998). Examining the effectiveness of comparative advertising: The role of attitude accessibility. *Journal of Current Issues and Research in Advertising*, 20(1), 61-74. (9)
- Campbell, M. C., & Keller, K. L. (2003). "Brand familiarity and advertising repetition effects," *Journal of Consumer Research*, 30, 292-304.

Tuesday, February 19<sup>th</sup>

**III. Attitude Formation, Accessibility & Change (Cont.)**

- Priester, J. R., & Petty, R. E. (2003). "The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness," *Journal of Consumer Psychology*, 13(4), 408-421.
- Priester, J.R., Godek, J. & Nayakankuppum, K. (2004). "Brand Congruity and Comparative Advertising: When and Why Comparative Advertisements Lead to Greater Elaboration," *Journal of Consumer Psychology*, Vol. 14 (1&2), 115-123.

Thursday, February 21<sup>th</sup>

**IV. Emotion & Motivation**

- R.P. Bagozzi & P.R. Warshaw (1990). "Trying to Consume," *Journal of Consumer Research*, Vol 17 (3), 27-40.
- R.P. Bagozzi, M. Gopinath & P.U. Nyer (1999). "The Role of Emotions in Marketing," *Journal of the Academy of Marketing Science*, Vol. 27 (2), 184-206.

Tuesday, February 26<sup>th</sup>

**IV. Emotion & Motivation (Cont.)**

- Wansink, Brian (2003). Using laddering to understand and leverage brand's equity." *Qualitative Market Research: An International Journal*, Vol. 6(2), 111-118.
- Dario Spini (2003), "Measurement Equivalence of 10 Value Types from the Schwarz Value Survey Across 21 Countries," *Journal of Cross-Cultural Psychology*, Vol. 34 (1), 3-23.

Thursday, February 28<sup>th</sup>

- Xie, C., Bagozzi, R. P., & Troye, S. V. (2007). "Trying to Presume: Toward a Theory of Consumers as Co-Creators of Value. *Journal of the Academy of Marketing Science*, Vol. 36 (1), 109-122.
- Cenk Bulbul & Geeta Menon (2010). "The power of emotional appeals in advertising: The influence of concrete vs. abstract affect on time-dependent decisions," *Journal of Advertising Research*, Vol. 50 (2), 169-180.

Tuesday, March 5<sup>th</sup>

**MIDTERM**

Thursday, March 7<sup>th</sup>

**V. Learning in a Diverse World**

- Carlson, B. D., Suter, T. A., Brown, T. J. (2008). "Social Versus Psychological Brand Community: The Role of Psychological Sense Brand Community," *Journal of Business Research*, 61, 284-291.
- Appiah, O., & Elias, T. (2009). "Ethnic Identity and the Effects of Ethnically-Targeted and Ethnically-Ambiguous Computer-Generated Agents on Browsers Evaluations of a Commercial Website." In N. T. Wood & M. R. Solomon (Eds.). *Virtual Social Identity and Consumer Behavior*. Mahwah, NJ: Lawrence Erlbaum Associates (pp. 159-180).

March 11<sup>th</sup> – March 15<sup>th</sup>

**SPRING BREAK**

Tuesday, March 19<sup>th</sup>

### **V. Learning in a Diverse World**

- Jasperson, A. E., & Yun, H. J. (2007). "Political advertising effects and America's racially diverse newest voting generation," *American Behavioral Scientist*, 50(9), 1112-1123.
- Puntoni, S., De Langhe, B., & Van Osselaer, S. M. J. (2009). "Bilingualism and the emotional intensity of advertising language," *Journal of Consumer Research*, 35, 1012-1025.
- Taylor, V. A., Halstead, D., & Haynes, P. J. (2010). "Consumer responses to Christian religious symbols in advertising," *Journal of Advertising*, 39(2), 79-92.

Thursday, March 21<sup>st</sup>

### **V. Learning in a Diverse World (Cont.)**

- Livingston, S., & Helsper, E., J (2006). "Does advertising literacy mediate the effects of advertising on children? A critical examination of two linked research literatures in relation to obesity and food choice," *Journal of Communication*, 56, 560-584.
- Grabe, S., Ward, L. M., Hyde, J. S. (2008). The role of the media in body image concerns among women: A Meta-analysis of experimental and correlation studies. *Psychological Bulletin*, 134(3), 460-476.
- Tharp, M. (2001). "Mature Americans: Fastest growing subculture (91-121). In M. C. Tharp (Ed.) *Marketing and Consumer Identity in Multicultural America*. Thousand Oaks, CA: Sage Publications.

Tuesday, March 26<sup>th</sup>

### **V. Learning in a Diverse World (Cont.)**

- Nelson, J. A. (2004). "The invisible cultural group: Images of disability," 175-194, In P. M. Lester & S. D. Ross (Eds.), *Images that Injure*. Westport, CT: Praeger.
- Eisend, M. (2010). "A meta-analysis of gender roles in advertising," *Journal of the Academy of Marketing Science*, 38(4), 418-440.

Thursday, March 28<sup>th</sup>

### **VI. Agency of Technology**

- June Zhu & Bernard Tan (2007). "Effectiveness of Blog Advertising: Impact of Communicator Expertise, Advertising Intent, and Product Involvement," *International Conference on Information Systems (ICIS), Proceedings 28th International Conference on Information Systems*, Montreal, 2007.
- Kaye D. Sweetser (2010). "A Losing Strategy: The Impact of Nondisclosure in Social Media on Relationships," *Journal of Public Relations Research*, Vol. 22 (3), 288-312.

Tuesday, April 2<sup>nd</sup>

### **VI. Agency of Technology**

- Cauberghe, V. & De Pelsmacker, P. (2010). "Advergaming: The impact of brand prominence and game repetition on brand responses," *Journal of Advertising*, 39(1), 5-18.
- Kelly, L., Kerr, & G., Drennan, J. (2010). "Avoidance of advertising in social networking sites: teenage perspective," *Journal of Interactive Advertising*, 10(2), 16-27.

Thursday, April 4<sup>th</sup>

**VI. Agency of Technology (Cont.)**

- **Video: *Digital Nation***

Tuesday, April 9<sup>th</sup>

**X. Public Policy Perspectives**

- Joseph Phelps, Glen Nowak & Elizabeth Ferrell (2000). "Privacy Concerns and Consumer Willingness to Provide Personal Information," *Journal of Public Policy & Marketing*, Vol. 19 (1), 27-41.
- J. Craig Andrews, Scot Burton & Richard G. Netemeyer (2000). "Are Some Comparative Nutrition Claims Misleading? The Role of Nutrition Knowledge, Ad Claim Type and Disclosure Conditions," *Journal of Advertising*, Vol. 29 (3), 29-42.

Thursday, April 11<sup>th</sup>

**X. Public Policy Perspectives (Cont.)**

- Frosch, D. L., Grande, D., Tam, D. M., & Kravitz, R. L. (2010). "A decade of controversy: Balancing policy with evidence in the regulation of prescription drug advertising," *American Journal of Public Health*, 100(1), 24-32.
- E. Briggs, M. Peterson & G. Gregory (2010). "Toward a better understanding of volunteering for nonprofit organizations: Explaining volunteers pro-social attitudes," *Journal of Macromarketing*, 97-114.

Tuesday, April 16<sup>th</sup>

**FINAL PAPER DUE**

- **STUDY DESIGN FINAL PAPER DUE**