

The Department of Speech will be having a colloquium titled, "Persuasion heresies: What you were never told about messages and social influence"

Date: Friday, February 22, 2008

Time: 3:30 - 4:30 pm

Location: George Hall Room 214.

Speaker: Dr. Mark Hamilton (a visiting professor from the University of Connecticut)

Dr. Hamilton will provide an overview of his current research on message processing and message production. On the message processing front, he will present research on persuasion theory and more applied persuasion research. The work on persuasion theory will show how emotionally evocative message features such as intense language and avatar qualities such as anthropomorphism trigger charisma processes in viewers. The more applied work will discuss choice models of audience exposure, archetypal imagery and its effect on viewer orienting, and the impact of implicit mood position statements on attitude structures. On the message production front, he will describe how attitudes toward arguing are influenced by verbal aggressiveness and other personality variables.

Come and join us!