

<<大众传播理论>>

图书基本信息

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内容概要

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章节摘录

版权页：插图： One of the most important variables the researchers examined was the presentation of one or two sides of a persuasive argument. Using two versions of a radio program, they presented a one-sided argument (that the war would be a long one) and a two-sided argument (the war would be long, but the alternative view was addressed). Of course, those who heard either version showed more attitude change than those who had heard no broadcast, but there was no difference between the groups who had listened to the two versions. Hovland had anticipated this. Accordingly, he had assessed the participants' initial points of view. What his work demonstrated was that one-sided messages were more effective with people already in favor of the message; two-sided presentations were more effective with those holding divergent perspectives. In addition, Hovland looked at educational level and discovered that the two-sided presentation was more effective with those people who had more schooling. Thus, this group of psychologists determined that attitude change was a very complex phenomenon and that attributes of the messages themselves can and often did interact with attributes of the people receiving them. An enormous number of significant research questions suddenly could be posed. What happens, for example, when two-sided presentations are directed toward people who are initially predisposed against a position but have low levels of education? Such questions fueled several decades of persuasion research and challenged two generations of researchers. THE COMMUNICATION RESEARCH PROGRAM The concept of attitude change was so complex that Hovland proposed and conducted a systematic program of research that occupied him and his colleagues in the postwar years. Funded by the Rockefeller Foundation, Hovland established the Communication Research Program at Yale University. Its work centered on many of the variables Hovland considered central to attitude change. He and his colleagues systematically explored the power of both communicator and message attributes to cause changes in attitudes, and they examined how audience attributes mediated these effects (made effects more or less likely). This work produced scores of scientific articles and a number of significant books on attitude and attitude change, but the most seminal was the 1953 *Communication and Persuasion*. Although a close reading of the original work is the best way to grasp the full extent of its findings, a general overview of this important research offers some indication of the complexity of persuasion and attitude change.

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