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260 CHAPTER SEVEN

Persuasive message

Cognitive responses

Thoughts a person has while receiving a persuasive message. Some of these thoughts support the arguments being presented; other thoughts, called counterarguments, oppose it. Some of these thoughts are repetitions of arguments presented in the message; others are original.

Attitude change

EQA

Attitude change occurs when the number of favorable thoughts exceeds the number of unfavorable thoughts.

FIGURE 7.7

Cognitive Response Theory of Persuasion