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Chapter Two: Globalized View of Persuasion

True/False Questions

1. In the discourse of the United States, "freedom" is an example of a "god term." (T)
2. Objective news reporting does not become rhetorical through framing, but rather through transformational broadcasting. (F)
3. Scholars recognize that source, receiver, medium, and context can have message value in their own right and that nonverbal elements can has as much, if not more, influence as a message's verbal components. (T)
4. Mundane realists argue that language is constitutive of reality, rather than merely reflective of it. (F)
5. Truth rises above persuasion. (F)
6. Research shows that fictitious headlines above political candidates do not stick in voters' consciousness and are not generally persuasive. (F)
7. Messages at the relational level are transmitted mostly by nonverbal means. (T)
8. Expression games are contests over the control and the detection of control of our expressive behaviors. (T)
9. Social constructivists argue that issues need to be named in order to become recognized social problems and thereby are rhetorical. (T)
10. Media priming involves the order of importance given in the media to issues and the subsequent order of significance attached to these same issues by the public and politicians. (F)

Multiple Choice Questions

1. Your professor wears jeans to teach to demonstrate that they are a casual person with whom you can relate. This is an example of:
    a. Impression management as persuasion. *
    b. Persuasion in the guise of objectivity.
    c. How multiple messages shape ideology.
    d. Expression games.

2. When a TV news commentator leads off their program with a focus on a politician's lifestyle instead of policies, this is:
    a. Priming. *
    b. Promoting.
    c. Posturing.
    d. Paradigmatic shifts.

3. When industries set up seemingly disinterested scientific institutes whose real aim is to discredit attacks on the industry, this is an example of:
    a. Impression management as persuasion.
    b. Expression games as deception.
    c. Dominant cultural ideology.
    d. Persuasion in the guise of objectivity. *

4. "Got a problem? Take a pill!" best exemplifies:
    a. The global rhetoric hypothesis.

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b. Dominant cultural ideologies. *
c. Impression management as persuasion.
d. Persuasion in the guise of objectivity.

5. _____ is focused exclusively on paradigm cases.
   a. The generic view of persuasion.
   b. The globalized view of persuasion.
   c. The restricted view of persuasion. *
   d. The ideological view of persuasion.

6. At its most extreme, a _____ holds that there is no escape from rhetoric.
   a. The generic view of persuasion.
   b. The globalized view of persuasion. *
   c. The restricted view of persuasion.
   d. The ideological view of persuasion.

7. The _____ suggests that distinctions between persuasion and non-persuasion tend to be overblown, and argues that there are gray areas where persuasion is present but not explicit.
   a. The generic view of persuasion.
   b. The globalized view of persuasion. *
   c. The restricted view of persuasion.
   d. The ideological view of persuasion.

8. _____ are the systems of beliefs and values that tend to go unquestioned in a society.
   a. Sociological cultural ideologies.
   b. Religious ideologies.
   c. Democratic ideologies.
   d. Dominant cultural ideologies. *

9. Symbols of approval or derision creating group identification or dis-identification are known as:
   a. God terms and devil terms. *
   b. Democratic ideals.
   c. Impression management.
   d. Media priming.

10. As we seek to persuade a friend to accept our side of the story, at the same time we persuade ourselves. This is an example of:
    a. Multi-motivational communication.
    b. Multi-layered communication.
    c. Multi-directional communication. *
    d. Multi-faceted communication.

11. Communication may operate on multiple levels and serve multiple functions. It is therefore:
    a. Multi-motivational.*
    b. Multi-layered.
    c. Multi-faceted.

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d. Multi-directional.

12. Broadly stated, "the message" includes not just what is said verbally, but also the source, medium, context, receiver, and accompanying nonverbals. This means that communication is:
    a. Multi-layered.*
    b. Multi-directional.
    c. Multi-motivational.
    d. Multi-faceted.

13. News reporting becomes rhetorical by:
    a. Priming.
    b. Agenda setting.
    c. Framing.
    d. All of the above. *

14. When the media tells us what to think about, they are engaged in:
    a. Media priming.
    b. Agenda setting. *
    c. Framing.
    d. Rationalization.

15. Which of the following is a way that corporations do NOT influence scientific writing?
    a. Terminating and suppressing research.
    b. Ghostwriting scientific articles.
    c. Manipulating study designs and research protocols.
    d. All of the above are ways corporations influence scientific writing. *

Short Answer/Essay Questions

1. Compare and contrast the three perspectives concerning the societal naming on social problems.
2. Name two forms of persuasion in the guise of objectivity and explain how they represent the "guise" of objectivity and how they are persuasive.
3. Compare and contrast the restricted view of rhetoric and the globalized view of rhetoric. Provide at least two examples to develop your argument.
4. Explain the difference between god and devil terms and their connection to persuasion. Provide examples from both public and private life to demonstrate the concepts.
5. List and define the five key communication principles that make up the globalized view of rhetoric.

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