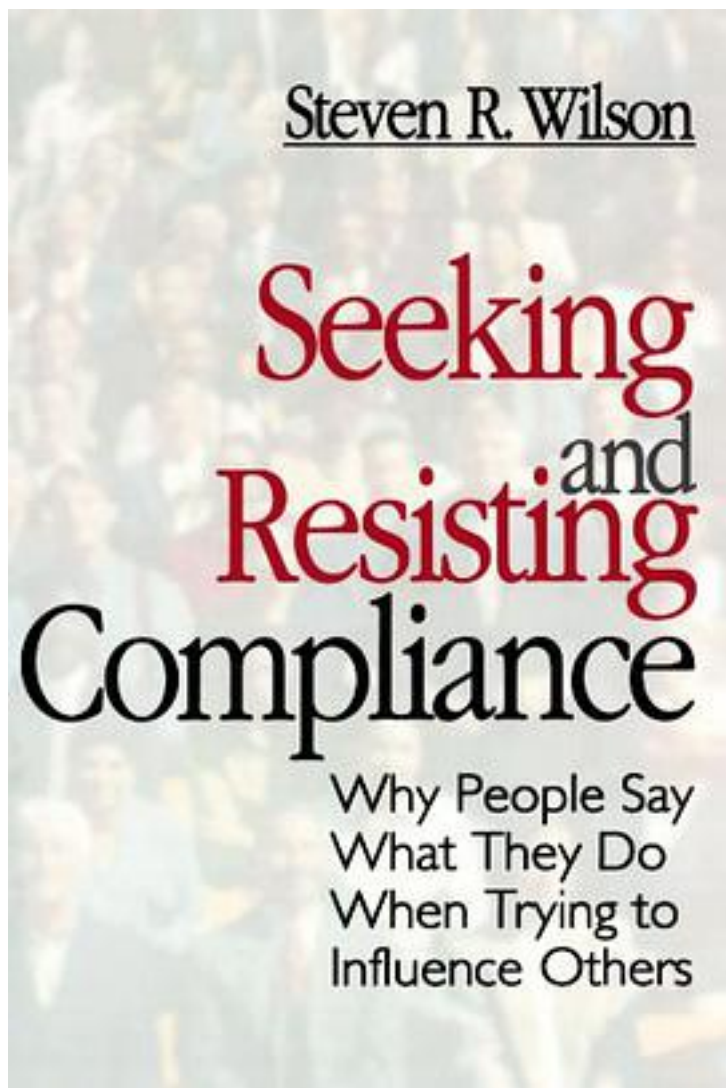


# Seeking and Resisting Compliance



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著者:Wilson, Steven R.

出版者:Sage Pubns

出版时间:2002-7

装帧:Pap

isbn:9780761905233

Seeking and Resisting Compliance explores how people 'produce' influence messages; that is, how they decide what to say during everyday influence interactions. Wilson does not present a single theory of persuasive message production; rather, he reviews theory and research from communication, psychology, linguistics, and other fields that shed light on questions of interest. Seeking and Resisting Compliance: - is the first text to focus solely on how people produce, rather than respond to, persuasive messages - includes student-friendly pedagogy, such as definitions, examples, and sections describing "common assumptions" about various theories - provides a solid foundation for the theory and research surveys

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