



THE INFLUENCE OF RHETORIC ON DECISION MAKING



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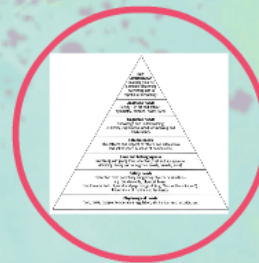
Abstract

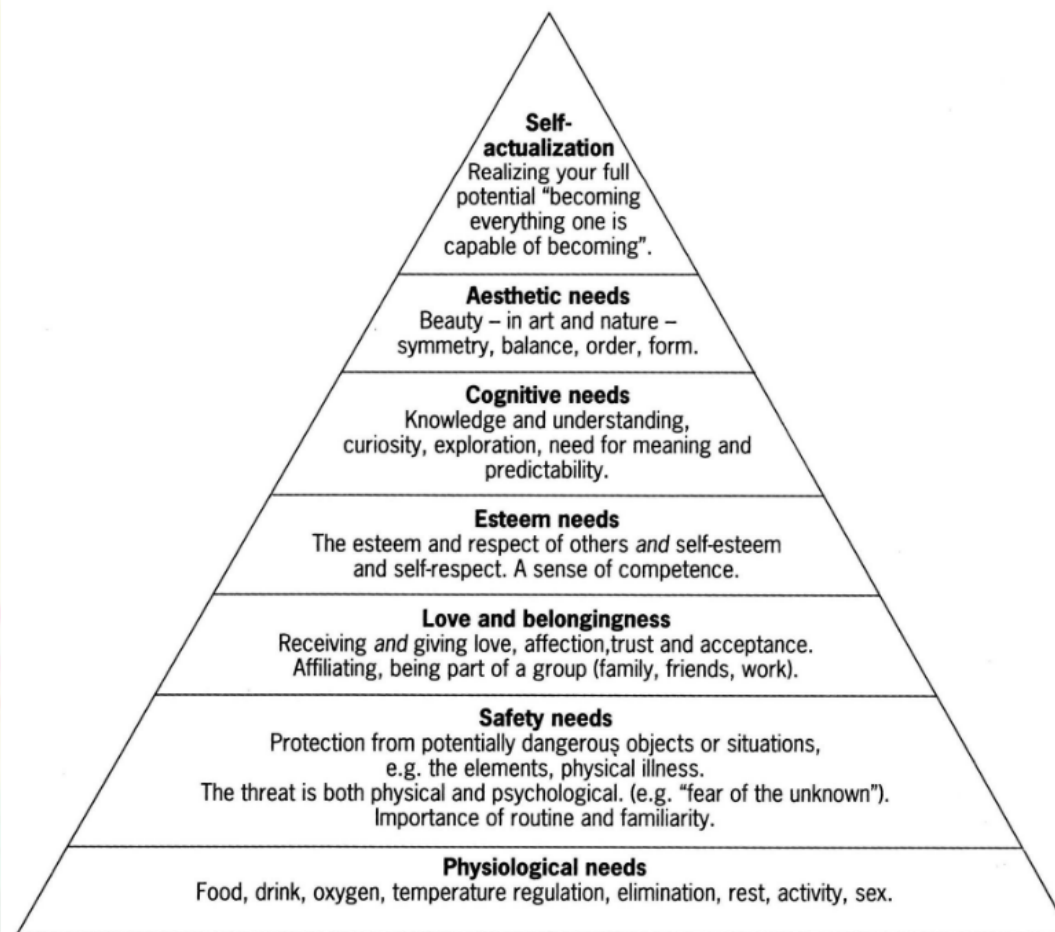
The purpose of this study is describe and correlate rhetoric used in everyday society and mechanisms of rhetoric regarding the influences of decision-making.

Introduction

Rhetoric and Persuasive Mechanisms

- Rhetoric
- Pathos, Logos, Ethos
- Central and Peripheral Processing Route
- The Rule of Reciprocity
- Maslow's Hierarchy of Needs





Methods

Textbooks

Survey

Database Articles

38 Respondents

SAMPLE

Male and Female Ages: 18-64

9 Survey Questions

#1-2 Classified Qualitative Question
#3-9 Classified Polytomos Question

PROCEDURE

Link to survey on Facebook and Twitter

Consensus voluntary

Less than 10 minutes to respond

Surveymonkey.com

MEASURES

Gathers results and provides them via graphs and numerical representations

Qualitative and Quantitative Research Process

DESIGN

R= Respondents who access the link at their convenience
O= Survey Monkey Questionnaire
X= Their Decision Making

38 Respondents

SAMPLE

Male and Female

Ages: 18-64

[SurveyMonkey.com](https://www.surveymonkey.com)

MEASURES

Gathers results and provides them via graphs and numerical representations