

Sample Victim of Persuasion

1. Describe your persuasion situation. Why did you select this?

I went to Great Mall to do some shopping, and I saw a cell phone booth called Cingular. I thought it was convenient for me to do my "Victim of Persuasion" assignment. In addition, I wanted to check out what features being offered and whether I could get an upgrade on my Cingular cell phone.

2. What were the persuasive agent's goals?

The persuasive agent's goals were to convince me to buy a new cell phone, and upgrade its features by purchasing one of their "expensive plans", which I thought was too expensive. When I went to the Cingular booth, one of the Cingular agent noticed my Motorola V60i flip phone. He thought that I was a new customer of Cingular and wanted to offer some new models that might catch my interest. I said I already have a cell phone, and it was from Cingular. I told him that I wanted some information on new features, like text messaging, more free minutes, etc. that I can add on my phone.

3. What techniques and appeals were used (e.g., logos, pathos, ethos, etc) Give examples

Since I was already a Cingular customer, he used one of the types of persuasion called Continuance. He knew that I was satisfied with my cell phone and wanted to add more features but didn't know what features to add. He used 3 of the 4 types of appeals. He used logos and ethos. First of all, he asked for my phone and wanted to verify what type of model it was. He used logos by distributing a couple of brochures that entails all the new features that could be added to my phone. Then he used ethos by giving me an overview of all the new features available and ready to be added to my phone. He went into details of the new features they were offering. He even went to the extent of showing his own phone and its features. By doing that, he demonstrated pathos.

4. Was the persuasive agent effective? Why or why not?

The persuasive agent was not effective in terms of convincing me to buy a new cell phone while at the same time upgrade its features, by purchasing one of their "expensive plans". But in terms of giving me information on new features that they were offering for my current cell phone, I would have to say that the agent's persuasion was effective. By providing 3 out of the 4 types of appeals, he was able to demonstrate extensive knowledge on the product by providing data and evidence by showing brochures. He was able to show credibility by going into details of the product and showing all the features it was able to offer without me asking so many questions. This showed that he had an extensive amount of knowledge about the product and was prepared for it. In addition, he even showed

me his phone to show what were the features were like. It made me even tempted to purchase it right away.

5. Was the persuasive agent successful? Did you change your attitude(s) or behavior(s)?

The persuasive agent was successful in providing information about Cingular's new features. I was tempted to have my phone upgraded, but since I needed to have my parents' approval, I had to come back and get it upgraded another