

Essay Sample on Humor & Persuasion: Exploring the Connections Essay

Introduction

Humor has been described as a text or message that is conveyed through music, writing, speech or actions (Lyttle, 2001, pp. 10). This meaning is credited using the dictionary method and comparing it the definition of Professor Victor Ranskin who characterized it as jokes in the form of a text. Generally, humor's definition varies with different aims to the individual, and there is no specific definition of this word. Persuasion is described as a fruitful deliberate action aimed at influencing another person's state of mind through communication where the persuaded is given some freedom of choice (Lyttle, 2001, pp. 63). Humor can be merged with persuasion in many cases where the effectiveness is varied with the beholder. The relationship between humor and persuasion has been seen in business and advertisement worlds in various ways and has resulted in several impacts. However, when humor is used in persuasion, some risks may be encountered as well as the positive effects of using this method. The essay shall discuss three major effectiveness and risks of using humor in persuasion in different dimensions.

Effectiveness of Humor

According to studies done by researchers on the efficacy of humor in the advertisement dimension, humor draws attention and improves the amiability of advertisements (Cline, 1999). However, there is no indication of its significance in enhancing understanding. These studies investigated ads on radios, magazines, and on television (Weinberger & Campbell, 1991, Madden & Weinberger, 1982, and Stewart, & Furse, 1986) indicates that humorous advertisements are gaining more attention as opposed to non-humorous ones. The ideal prospect of psychology suggests that increased attention creates more widespread dispensation. Business wise, grown awareness in a particular brand improves the market affinity, therefore, boosting the market of that specific commodity. Consequently, the effective use of humor is associated with business success. However, the fact that humor improves the privilege of a product does not propose a regulating role in shaping the persuasive impacts of advertisements.

Humor has also been practically evaluated in its effectiveness by several researchers in the teaching platform. Teachers use humor to break the monotony of the class. This can be in the form of a joke or an irrelevant statement that distracts the students' attention from the main topic of discussion. This helps to impact learning by arousing students' interests. It also aids the teacher in illustrating their concepts, increase student's enthusiasm through closeness, and builds a connection between teachers and students. Petty and Cacioppo stated that intentionally distracting participants while engaging in a topic that they have prior knowledge about helps to break their persuasion resistance. Use of humor is the most effective method of breaking persuasion resistance, especially in high involvement topics. It is considered as a blockage of possible sub-vocal counter arguments developed by the receiver of information. This effectiveness is relatable to the superiority theory of humor which explains the valuable effects of fun on physical and psychological health.

Thoughtful and cautious use of humor in the workplace helps to augment leadership attractiveness

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