

4.4.9: Additional Resources

Robert Cialdini, author of *Influence: The Psychology of Persuasion*, asks, “Which messages spur citizens to protect the environment?” January 25, 2007, at the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA); free downloads of MP3 and PDF transcripts are available. www.thersa.org/discover/audio/2014/09/small-changes-to-make-a-big-difference/

Justthink.org promotes critical thinking skills and awareness of the impact of images in the media among young people. www.change.org/organizations/just_think_foundation

Watch a YouTube video of a persuasive speech on becoming a hero. <http://www.youtube.com/watch?v=KYtm8uEo5vU>

Watch a YouTube video of a persuasive speech on same-sex marriage. <http://www.youtube.com/watch?v=cR4N8oEQR3c&feature=related>

Professional speaker Ruth Sherman speaks persuasively about her book, *Get Them to See It Your Way, Right Away*. www.ruthsherman.com/video.asp

Visit this site for a video and other resources about Maslow’s hierarchy of needs. www.abraham-maslow.com/m_motivation/Hierarchy_of_Needs.asp

Read an informative article on negotiating face-to-face across cultures by Stella Ting-Toomey, . www.sfu.ca/davidlamcentre/forum/past_PRF/PRF_1999/intercultural-conflict-competence-eastern-and-western-lenses.html

Purdue University’s Online Writing Lab (OWL) provides a guide to persuasive speaking strategies. <http://owl.english.purdue.edu/owl/resource/588/04>

Visit the Web site of talk show host Sean Hannity and assess his persuasive speaking techniques. <http://www.hannity.com>

Visit the Web site of National Public Radio and assess the persuasive message of various radio programs. <http://www.npr.org>

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