Selected Communication Concepts

1. **Immunization (Inoculation) Effect**

2. **Sleeper Effect:**
    - 1-sided vs. 2-sided communication
    - Prestige/Negative effects

- **Communication Channels:**
    - Horizontal vs. Vertical
    - Formal vs. Informal

- **Dyadic Interaction Model (Change Agent)**:
    - Force
    - Patronage
    - Attractiveness
        - Similarity: Physical, Ideological
        - Likability
    - Credibility
        - Technical Expertise
        - Trustworthiness

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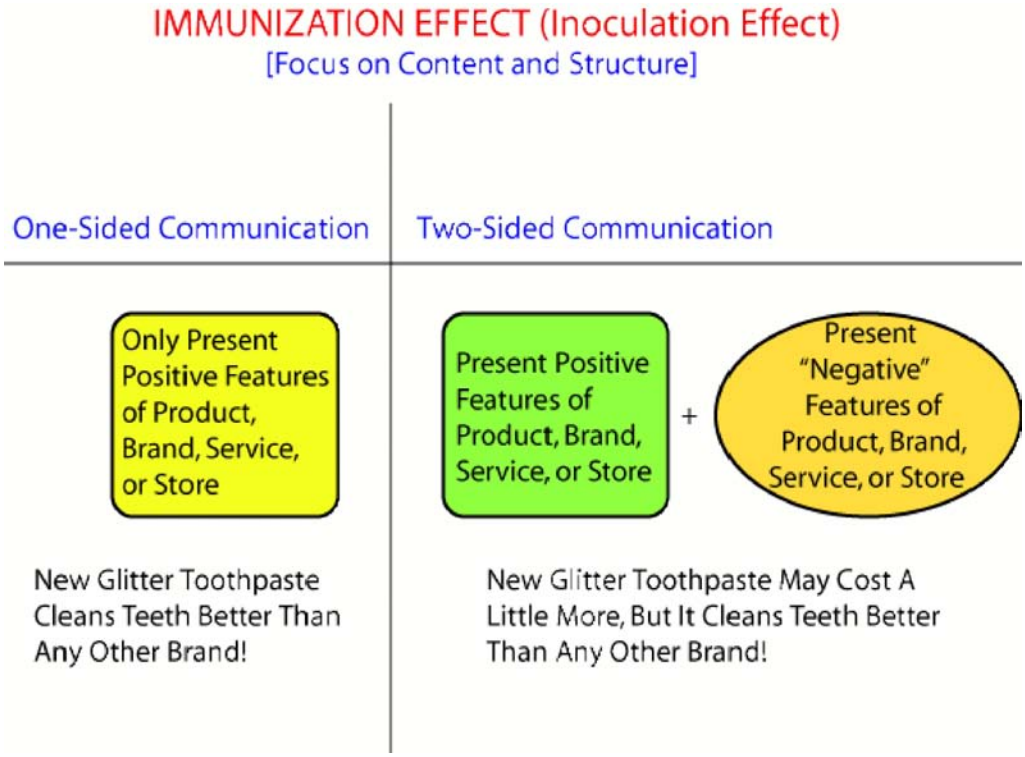
Immunization (Inoculation) Effect



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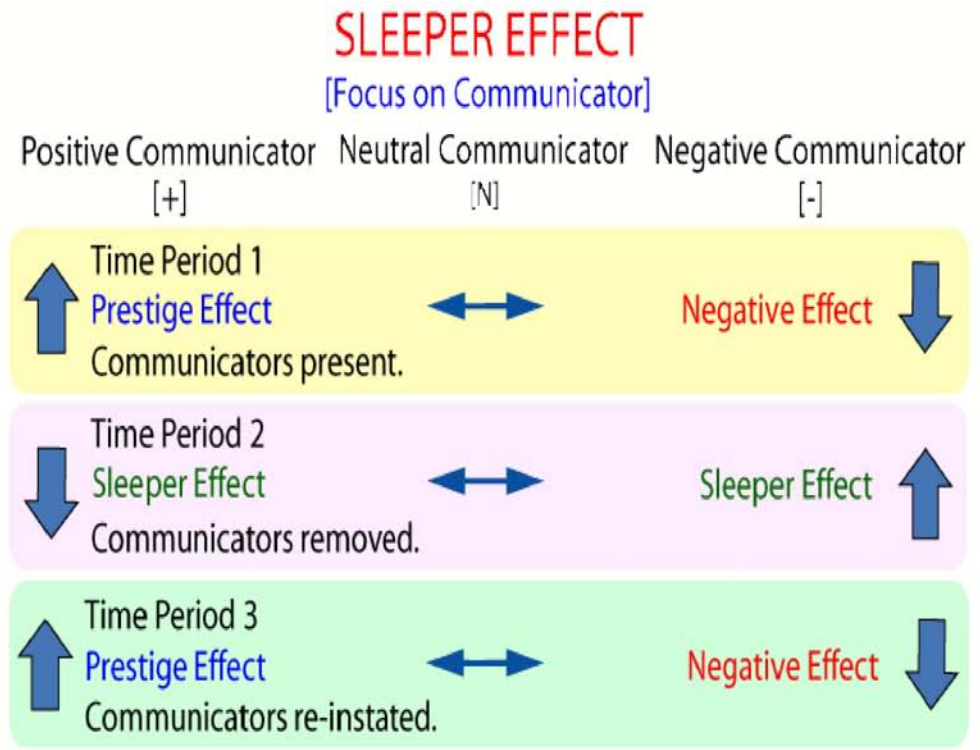
Sleeper Effect



Prestige Effect: The effectiveness of the communication is enhanced by the presence of the Positive Communicator, relative to the Neutral Communicator (i.e., there is greater acceptance of the communication).

Negative Effect: The effectiveness of communication is degrated by the presence of the Positive Communicator, relative to the Neutral Communicator (i.e., there is lower acceptance of the communication).

Sleeper Effect: In the absence of the Positive Communicator and the Negative Communicator, the wearing off of the Prestige Effect and the wearing off of the Negative Effect, relative to the Neutral Communicator situation, is referred to as the Sleeper Effect (i.e., there is less acceptance of the communication in the Positive Communicator situation and an increase in the acceptance of the communication in the Negative Communicator situation, relative to the Neutral Communicator situation).

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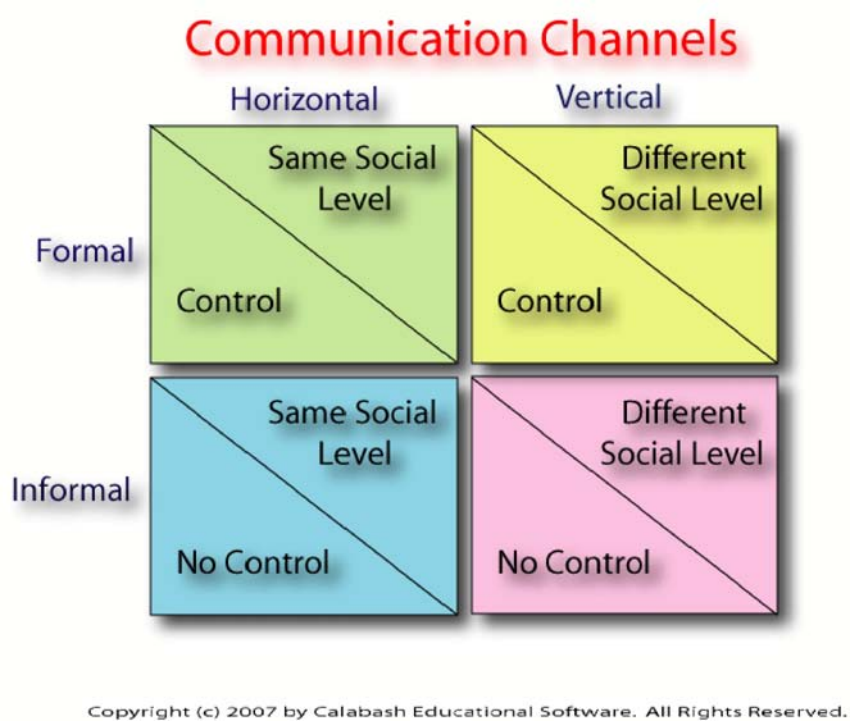
Communication Channels



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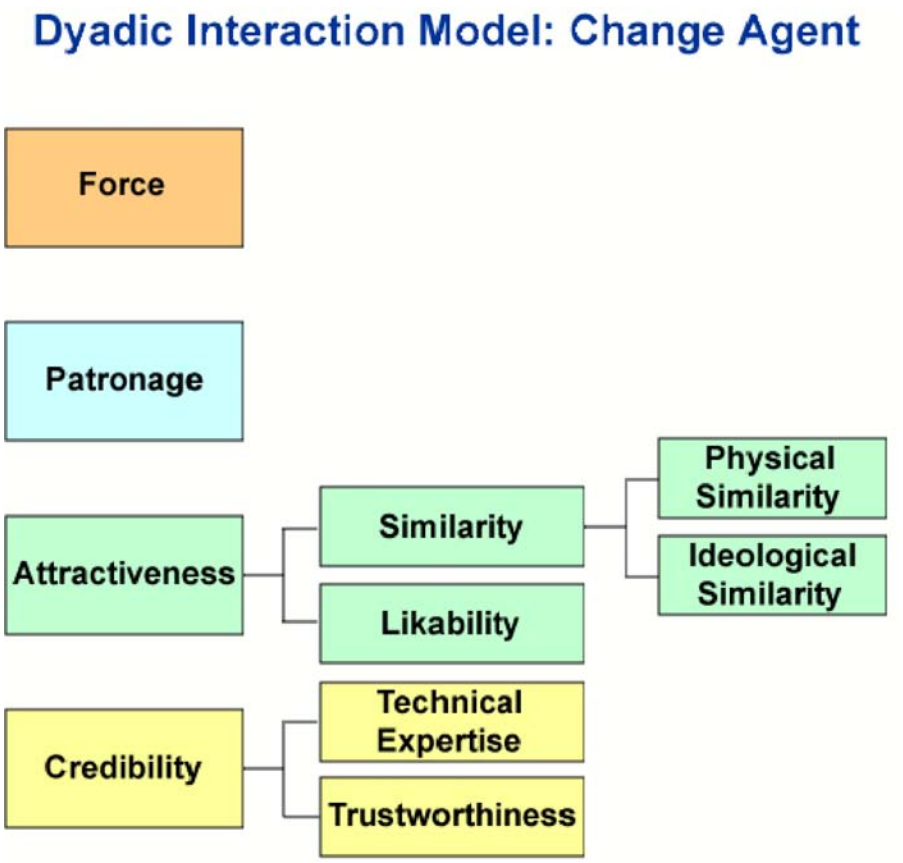
Dyadic Interaction Model



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