



# ELM

## Elaboration Likelihood Model

(Petty, Cacioppo, 1986)





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**Elaboration** - míra toho, kolik osoba přemýšlí o argumentech obsažených v komunikaci

**Likelihood** - pravděpodobnost

Model nám vysvětluje, za jakých podmínek je pravděpodobné, že člověk bude nebo nebude o argumentech přemýšlet.

## 2 způsoby zpracovávání informací z persvazivní komunikace:

**CENTRAL ROUTE** - osoba důkladně zvažuje argumenty, premýšlí nad dopadem prezentovaných myšlenek a porovnává tvrzení se svými vlastními vědomostmi a hodnotami.

**PERIPHERAL ROUTE** - osoba zvažuje obsah zprávy rychle a nerozváženě. Zaměřuje se na jednoduché vodítka.



## **2 způsoby zpracovávání informací z persvazivní komunikace: CENTRAL ROUTE**

“The central route involves message elaboration, defined as the extent to which a person carefully thinks about issue-relevant arguments contained in a persuasive communication”

- přesná definice v originále
- odborný, akademický jazyk
- bez distraktorů



**SALE**

## PERIPHERAL ROUTE





**SALE**

## PERIPHERAL ROUTE



● DO YOU KNOW THAT MOST BEANS YOU CALL "BAKED BEANS" AREN'T BAKED? ● THEY'RE STEAMED OR BOILED!

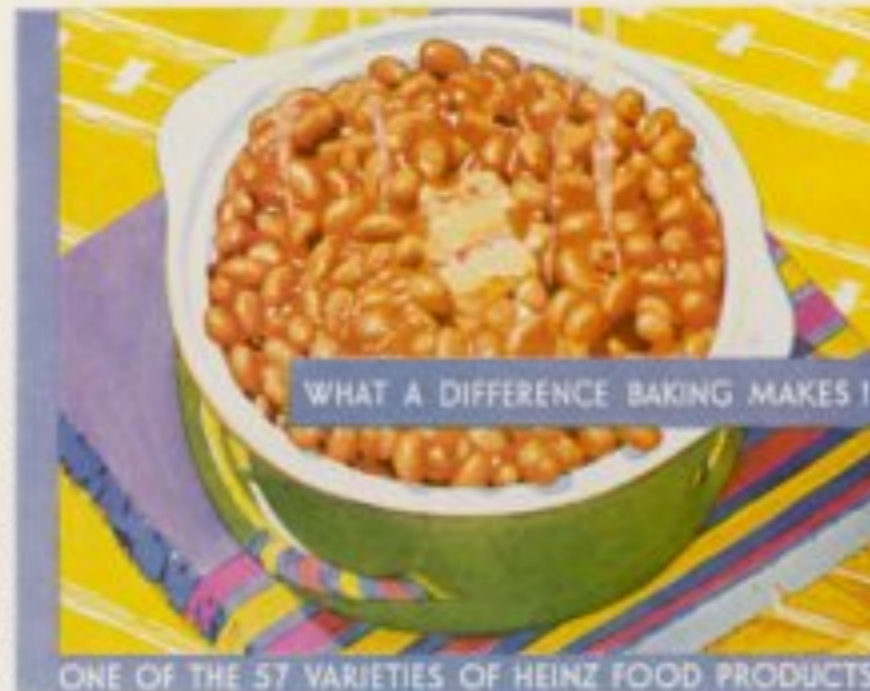
# HEINZ BEANS ARE BAKED

"What!" you may exclaim. "Do you mean to say that most beans aren't really baked? I guess I know baked beans when I see them!"

But - do you? Just read the labels on the different brands of beans. Try to find the word "BAKED." Any beans not labeled "BAKED" aren't baked. Instead, they are steamed or boiled. And between such beans and Heinz Oven-Baked Beans there is the same difference as between a boiled potato and a crisp-fried, flaky, baked potato.

Perhaps you've been eating beans that are steamed or boiled. Perhaps you've been pretty well satisfied with them. But just compare them with the beans Heinz offers you - beans that are actually baked in cans, by the special Heinz method. This oven-baking makes beans lighter and more digestible - brings out the full flavor - lets the sauce penetrate through and through, just as better penetrates a baked potato. And once you've tasted Heinz Oven-Baked Beans - sure you've smacked your lips over their delicious goodness - no other beans will ever do.

You can get Heinz Oven-Baked Beans in four tempting styles. Two styles with tomato sauce -



WHAT A DIFFERENCE BAKING MAKES!

ONE OF THE 57 VARIETIES OF HEINZ FOOD PRODUCTS

with pork and without. And what more! Made from ripe, red, fresh tomatoes - a delightful blend with the luscious flavor of the beans themselves. Then there is the Boston Style - with pork and a rich molasses sauce. Lastly, Baked Red Kidney Beans in a savory sauce - ready to serve - a delicious vegetable for luncheon or dinner.

Get a can of Heinz Oven-Baked Beans - today - in the style that you like best. Serve them to-night - and watch the plates come back for more. No dish more appetizing - or more nourishing. The equivalent of meat and potatoes. Baked the Heinz way, they're easy to digest, too! But be sure that you get beans that are really baked - ask for Heinz Oven-Baked Beans!

## ● FOUR KINDS OF HEINZ BEANS ● ALL BAKED!



BOSTON STYLE - WITH PORK

BOSTON STYLE - WITH MOLASSES

HEINZ OVEN BAKED BEANS - WITH TOMATO SAUCE - WITHOUT MEAT - "VEGETARIAN"

RED KIDNEY BEANS - WITH PORK

UNLESS THE LABEL SAYS "BAKED" THEY AREN'T BAKED BEANS

Under the Pure Food Law, only beans that really are baked can be labeled "BAKED."



Kterou cestou bude zpráva zpracována?



CENTRAL ROUTE

PERIPHERAL ROUTE



Motivace  
&  
Schopnost

Kterou cestou bude zpráva zpracována?



Motivace & Schopnost



Zainteresovanost & Need for cognition

Kterou cestou bude zpráva zpracována?



Motivace & Schopnost



Kterou cestou bude zpráva zpracována?



Motivace & Schopnost

Distraktory & Znalosti

Two arrows point downwards from the text 'Motivace & Schopnost' to the text 'Distraktory & Znalosti'.

Zainteresovanost & Need for cognition

Two arrows point downwards from the text 'Motivace & Schopnost' to the text 'Zainteresovanost & Need for cognition'.

# DŮSLEDKY

Stabilita postoje



-

Rezistence



-

Konzistence mezi postejem a chováním



# DŮSLEDKY

Stabilita postoje



DLOUHODOBÉ

KRÁTKODOBÉ

-

Rezistence



-

Konzistence mezi postojem a chováním



# DŮSLEDKY

Stabilita postoje



DLOUHODOBÉ

KRÁTKODOBÉ

-

Rezistence



Težké zmenit

Lehké zmenit

-

Konzistence mezi postojem a chováním



# DŮSLEDKY

Stabilita postoje



DLOUHODOBÉ

KRÁTKODOBÉ

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Rezistence



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Lehké zmenit

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Konzistence mezi postojem a chováním



Vysoká

Nízká



# JAKÉ TRENDY LZE OČEKÁVAT?

"SIMPLICITY  
IS THE  
ULTIMATE  
SOPHISTICATION!"  
- LEONARDO DA VINCI

THE FRESH HUES BLOG



# CESTA DO MINULOSTI

