Introduction

Elaboration Likelihood Model is developed by Richard E. Petty and John T. Cacioppo in 1980s. Persuasion is very much associated with our daily life. Persuasion occurs when readers, listeners or viewers learns a message from what they read, listen or watch. We remember the message as ideas and we will be persuaded by it. That is how we remember them. If we did not learn something, it is not possible to remember it and we will not be persuaded by it. However learning may not be always combined with persuasion. For example there might be some advertisements that we hate, we don't want to learn or remember the message from the advertisement and we are not being persuaded by it. The Elaboration Likelihood Model (ELM) explains how persuasion message works in changing the attitude of reader or viewer. It is very much important for corporations and advertisement agencies, in designing their market strategies and understanding the attitudes of peoples..

Credit: http://communicationtheory.org/elaboration-likelihood-model/

Theory

Persuasion is referred as the action by which, convincing or causing someone to do something through reasoning or argument. The Elaboration Likelihood model proposes that each and every message is undergoing the process of persuasion in two different ways. They are called Central route and peripheral route. Both of them are effective persuasion techniques,but each of them has its own guiding techniques to make them more operative.

Central Route

The process of persuasion through Central route is straight to the point and complete. Central Route requires:
■Thoughtful consideration of arguments which contains in the message.
■Involvement from the part of reader or viewer. The receiver of the message carefully analyze the message and think of it in every possible angle.
■Receiver should care about the message and subject matter.

Disadvantage:
A person distracted or having some problem with understanding the message may not be able to do the central processing. he or she will ignore it.
If the receiver is not directly affected by the message

Elaboration Model
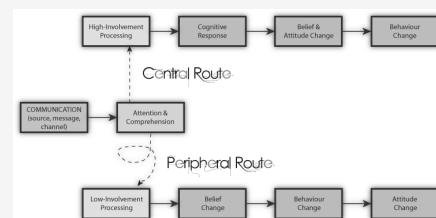
Peripheral Route

The peripheral route is weak and the involvement of the receiver will be low. The message sent through peripheral route is not analyzed cognitively. Here the receiver of the message is not sure whether to agree with the message or to disagree. The person may not be able to:
Elaborate the message extensively, so in the end he will be persuaded by the factors which are nothing to do with the message. And this is where packing, marketing, advertising and PR does their job. Sometimes people may not be in a position to think about the message carefully so he or she will look around for the next best option to be persuaded.

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