

## **Persuasive Campaign Project Milestone 2**

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## **Introduction:**

In today's world, numerous problems need the public's awareness and cooperation to bring about changes. A well-designed transmission campaign can motivate people to take action. In this essay, we will investigate a real-world issue, the lack of recycling in a specific society, and formulate a communication campaign based on communication theories and notions to boost recycling rates.

### **1. Previous Campaigns:**

Despite the multiple recycling campaigns enforced in society, recycling rates have not significantly improved. The last movements have depended mainly on educational strategies that assume that if people are apprised of the advantages of recycling and the adverse effects of not recycling, they will be more likely to commit to recycling behavior. Nevertheless, this method neglects the complexity of human behavior and the different characteristics that impact people's decision-making procedures. The campaigns have not completely incorporated communication ideas such as the Theory of Planned Behavior (Ajzen, 1991) and the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which clarify how attitudes, subjective norms, and sensed behavioral control impact behavior modification. In acquisition, the campaigns have not taken into account the social and psychological characteristics that may be impeding recycling behavior, such as the lack of entry to recycling buildings and the convenience of tossing away items rather than recycling them.

Therefore, a more comprehensive strategy is needed that goes beyond simply furnishing data about recycling. The new campaign should be grounded in communication theories and benefit from persuasive messaging, social norms, and prompts to boost the probability of behavior

change. The movement should also take into account the extraordinary traits and needs of the target audience, as well as the different obstacles that may be deterring them from committing to recycling behavior (Ajzen, 1991).

## **2. Reasons for Failure:**

In response to the lack of application of persuasive communication prototypes, the last campaigns also failed to take into account the social and psychological characteristics that impact recycling behavior. The study has demonstrated that recycling behavior is influenced not merely by individual factors such as proficiency and moods but also by social criteria and contextual characteristics such as entry to recycling buildings (Schultz, 1999). The last campaigns did not address these contextual and social characteristics, which may have impeded the recycling demeanor in the neighborhood.

Also, the last campaigns did not take into account the various needs and traits of the target audience. People have multiple motivations, importance, and assumptions that impact their conduct, and thus, a one-size-fits-all strategy for behavior differences may not be helpful. The campaigns did not send the statements to distinct parties within society, such as households with youthful kids or apartment residents, who may confront unusual obstacles to recycling behavior. The last campaigns failed to use communication theories and concepts and, as an outcome, were not prosperous in boosting recycling rates in society. A more extensive and custom method is required that considers the audience's moods, beliefs, social criteria, and contextual characteristics and utilizes convincing messaging to change behavior virtually (Cialdini, 2004).

### **3. Recommended Behavior:**

To boost recycling rates in society, the suggested behavior is to motivate people to detach recyclable materials from their garbage and adequately dispose of them in designated recycling compartments. This behavior can be encouraged by persuasive communication techniques that demand the audience's perspectives, beliefs, and values. The campaign should engage with messages that highlight the advantages of recycling, such as reducing waste and conserving natural resources. Also, the movement should underscore the adverse effects of not recycling, such as the proliferation of garbage in trash yards and the pollution of natural climates.

To encourage the recommended behavior, the campaign should also deal with the various obstacles that may deter people from engaging in recycling behavior. For instance, lack of entry to recycling buildings, inconvenience, and a lack of understanding about proper recycling methods may be obstacles to behavior change. The campaign should furnish data and resources that address these obstacles and make recycling more available and suitable for the target audience. The campaign should employ social criteria to motivate the recommended behavior.

The study has demonstrated that people are more likely to commit a behavior if they acknowledge it is socially acceptable (Cialdini, 2003). The campaign should employ messaging that underscores the favorable social norms encircling recycling, such as how recycling assists in safeguarding the atmosphere and conserving resources. Also, the campaign should integrate prompts, such as reminders or signals, to motivate people to commit to the recommended behavior (Fishbein, 1975).

#### **4. Ease and Practicality:**

Recycling is an easy and empirical behavior that can be readily incorporated into people's daily lives. Nonetheless, the lack of understanding and encouragement among society members hinders passing this demeanor (Petty, 1986).

#### **5. Confidence and Ability:**

The targeted parties may differ in their confidence and capacity to legislate the recommended behavior. Some people may lack the proficiency or help to recycle adequately, while others may be immune to the reverse due to their assumptions or moods towards recycling (Schultz, 1999).

#### **6. Required Skills:**

The targeted companies must retain a basic understanding of recycling and be competent in differentiating between recyclable and non-recyclable materials. They also require access to specified recycling bins and comprehend the significance of proper removal (Petty, 1986).

#### **7. Persuasion Strategy:**

To convince the community constituents to recycle, we will use the evolution probability model. This model indicates that people process persuasive statements in two ways: central and peripheral. Central processing pertains to carefully determining the message's scope and reports, while peripheral processing concentrates on external signals, such as the basis or exhibition style. We will use both central and peripheral signals to formulate persuasive statements that demand the audience's feelings, attitudes, and assumptions. For example, we will utilize vivid portrayals and emotional pleas to snatch people's attention while also furnishing practical tips and data to boost their proficiency and enthusiasm for recycling (Cialdini, 2004).

## **8. Connection to Course Concepts:**

Our campaign is grounded in transmission theories and concepts, including the persuasion communication model and the evolution probability model. By utilizing these theories, we can build adequate messages that demand the audience's feelings, attitudes, and assumptions, directing behavior differences (Petty, 1986).

## **9. Potential for Success:**

Our campaign has the possibility of labor because it addresses the obstacles that have deterred previous campaigns from existing. By concentrating on the audience's moods and assumptions towards recycling, we can build statements that resonate with them and encourage them to recycle. Also, by utilizing both central and peripheral signals, we can reach a broader audience and boost the probability of demeanor modification (Cialdini, 2004).

## **Conclusion:**

Effective communication campaigns can bring about behavioral differences in communities and improve the world. By relating communication theories and notions to real-world issues, we can build campaigns that resonate with the audience and motivate them to make an effort. Our drive to boost recycling rates in society is grounded in transmission theories and can succeed in increasing recycling rates and reducing garbage.

## References

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