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Persuasion and Social Movements

Charles J. Stewart, Craig Allen Smith, Robert E. Denton Jr.



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Persuasion and Social Movements Charles J. Stewart, Craig Allen Smith, Robert E. Denton Jr. Conflict over moral, religious, social, political, and economic values fuel social movements. People form organized collectivities to promote or to oppose changes in societal norms and values. The steady growth in globalization and access to information have increased the perception of threats to identity, values, and culture. Persuasion and Social Movements provides a solid foundation for understanding how people collectively shape society. The latest edition marks three decades of synthesizing, applying, and extending research and theories about the persuasive efforts of social movements. Historic and current examples illustrate the many facets of social movement persuasion.

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