

Course Two: Ethical and Influential Leadership



Political Persuasion: Creating a Friendly Message Environment for Your Ideas

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To frame a political conversation is to determine its outcome.

Have you ever wondered why certain political ideas take off and others never do? Or why particular politicians enjoy friendly media coverage and others do not? Or even how you could borrow some of the best practices of political communication to be more persuasive in your daily lives?

In this interactive session, participants will learn about the contemporary communications environment, the power of political language, and the processes of political framing.

Upon completion of the course, participants will be able to drive political conversations by creating messages that

- are judged in friendly ways by audiences,*
- present preferred positions in favorable ways,*
- will be repeated (and repeated with accuracy), and*
- are easy to remember and difficult to reframe.*

Dr. Sharon E. Jarvis is an Associate Professor of Communication Studies and Government and the Associate Director for Research at the Annette Strauss Institute for Civic Life at the University of Texas at Austin. She teaches and has published books and articles at the intersection of language use, politics, and persuasion. She is the author of *The Talk of the Party: Political Labels, Symbolic Capital & American Life* (Rowman & Littlefield) and a co-author of *Political Keywords: Using Language that Uses Us* (Oxford University Press). Her articles, chapters, and reviews have appeared in journals such as *Journal of Communication*, *Political Psychology*, *American Behavioral Scientist*, and *Political Communication* and have been addressed in the *New York Times* and other outlets. She has been the recipient of numerous teaching honors, including the Texas Exes Outstanding Professor for the College of Communication, the Eyes of Texas Teaching Award, the Outstanding Professor in the College of Communication, the Glen Maloney Award, and induction into the Academy of Distinguished Teachers. In 2005, she was the second Assistant Professor in the history of the University to receive the Friar Centennial Teaching Fellowship, the largest undergraduate teaching honor at University of Texas at Austin.