**Online Assignment #10: A Tale of Two Routes**

**Instructions:** In class, we discussed one of the major theories of persuasion, the Elaboration Likelihood Model (ELM). For this activity, you will apply your knowledge of the two routes of processing proposed by the ELM (i.e., the central and peripheral routes) in analyzing a sales pitch on the popular show *Shark Tank* encourage each of these routes. Refer to class notes from Unit 12 (Persuasion and Public Communication) as well as your readings from Unit 12 to help you complete this activity.

Choose any sales pitch from *Shark Tank* during which entrepreneurs ask the Sharks to invest in their product. You may choose any sales pitch that is available to you on Youtube. Then, respond to the following questions:

1. Identify 3 message factors from this clip that encouraged central route processing about investing in the product *and* describe why those factors are relevant to the argument that the Sharks should invest in the product.
2. Identify 3 message factors from this clip that encouraged peripheral route processing about investing in the product *and* describe why those factors were heuristic cues rather than thoughtful arguments about investing in the product.
3. Are the Sharks more likely to process centrally or peripherally? Why? Be sure to discuss your answer in terms of the Sharks’ motivation and ability to process the messages they are receiving.
4. When ***YOU*** watched this video, did you use central or peripheral route thinking? Why? Be sure to discuss your answer in terms of your motivation and your ability to process the message.

This activity aligns with Course Learning Outcome 3.