

# NYELV ÉS MEGGYŐZÉS: A RETORIKUS ÉS ÁLLÍTÓ MÓDBAN MEGFOGALMAZOTT ÜZENETEK HATÁSA AZ ATTITŰDRE VALAMINT AZ ATTITŰD TARTÓSSÁGÁRA

JÁNOS RÉKA<sup>1</sup>

NAGY RÉKA

*Babeş-Bolyai Tudományegyetem  
Pszichológia és Neveléstudományok Kar*

**Abstract:** Although previous research in language and persuasion has considered the use of questions as part of a powerless speech style, some research suggests that rhetorical and tag questions can increase persuasion in certain contexts. The present research explored the effects of rhetorical and tag questions on persuasion. Our purpose was to examine their effects on attitudes and on attitude-resistance. We manipulated tag and rhetorical question use, argument quality and message modality under low message relevance. We found that rhetorical and tag questions resulted in higher elaboration, more positive cognitive responses and stronger attitude-resistance than the control message. The participants in the audio condition generated more counterarguments, meaning that they developed a stronger attitude toward the advocated position. Moreover, there was also evidence that the message which was presented in the statement form, in the written modality and contained strong arguments, was the most persuasive. These results demonstrate that the way in which rhetorical and tag questions influence persuasive communication depends on certain contexts.

**Keywords:** persuasion, rhetorical questions, tag questions, message relevance