**Activity 14: 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) to identifying the extent to which components of a sales pitch on the popular show *Shark Tank* encourage each of these routes. Refer to class notes from Unit 13 (Persuasion and Public Communication) as well as the Booth-Butterfield (n.d.) and O’Keefe (2012) readings from Unit 13 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:

1. Identify 3 message factors from this clip that encouraged central route processing about investing in the product *and* describe why they are relevant to the message argument of investing in the product.
2. Identify 3 message factors from this clip that encouraged peripheral route processing about investing in the product *and* describe why each is a heuristic cue rather than a message that supports the message argument of investing in the product.
3. Are the Sharks more likely to process centrally or peripherally? Why? Make sure to discuss this in terms of your motivation and your ability to process the message.
4. When YOU watched this video, did you use central or peripheral route thinking? Why? Make sure to discuss this in terms of your motivation and your ability to process the message.

This activity must be submitted to eCampus as either a text submission or an attached file no later than 11:59pm.