Central vs peripheral route persuasion

Two routes for the Persuasion of Petty and Cacioppo (1986) will tell you this: there are two ways to contribute to persuasion: the central path and the peripheral path. The central path to persuasion consists of thoughtful consideration of the arguments (central, oriented) of the message. When a receiver down the central path, he or she actually participates in the persuasive process. Central processing has two implications: (1) it only happens when the receiver feels free, uncoerced, and able to think about the message and its impact. If the listener feels coerced, he or she may take the central path of the message, but he or she is indirectly involved in the central processing. The order of the message is elevated. If the listener feels coerced, he or she is only indirectly involved in the central processing. The order of the message is elevated. If the listener feels coerced, he or she is only indirectly involved in the central processing. The order of the message is elevated. 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