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activate and channel human behavior have been classified by various psychologists "under such headings as interest, drive, urge, goal, force, excitatory tendency, and motiva-tion" (Lewin, 1939, p 9) What is needed is a working model of social psychology that employs terminology which can be easily understood by sophisticated laymen in the

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RHETORICAL ELICITATION OF AGREEMENT IN PERSUASION 161 generalizes to a covert response Such situa-tions exist in many social exchanges, but they are particularly characteristic of mass com-munication: the persuader on the air, for example, addressing the recipient from the screen, asks questions that are rhetorical by

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