In the information age, where the contest of ideas is paramount, being able to get others to accept your idea is what counts between success and failure. Yet the art of persuasion was refined 2000 years ago in the Lyceum of ancient Greece. There Aristotle, the master of rhetoric, taught the timeless secrets of ethos, logos and pathos. A modern master of communication, Peter Thompson, rediscovers those secrets and presents them to you in Persuading Aristotle. Principles that you can use day in and day out, every time you face someone who you need to see things your way. Thompson shows you how to draw upon the logic of your argument, your empathy with your audience, your imagination and your credibility, and how to best persuade different types of listeners. Thompson's simple and elegant style, enlightening examples and practical insights will change the way you think about getting your message across in presentations, negotiations and the media. You'll be a more confident, strategic persuader, capable of persuading Aristotle himself.

This book examines why the religion-science skirmishes known as the Evolution Wars have persisted into the 21st century. It does so by considering the influences of mass media in relation to decision-making research and the Elaboration Likelihood Model, one of the most authoritative persuasion theories. The book’s analysis concentrates on the expression of cues, or cognitive mental shortcuts, in Darwin-sceptic and counter-creationist broadcasts. A multiyear collection of media generated by the most prominent Darwin-sceptic organizations is surveyed, along with rival publications from supporters of evolutionary theory described as the pro-evolutionists. The analysed materials include works produced by Young Earth Creationist and Intelligent Design media makers, New Atheist pacesetters, as well as both agnostic and religious supporters of evolution. These cues are shown to...
function as subtle but effective means of shaping public opinion, including appeals to expertise, claims that ideas are being censored, and the tactical use of statistics and technical jargon. Contending that persuasive mass media is a decisive component of science-religion controversies, this book will be of keen interest to scholars of Religion, Science and Religion interactions, as well as researchers of Media and Communication Studies more generally.

**Rhetoric Beyond Words**

Readings in Propaganda and Persuasion: New and Classic Essays is a unique, interdisciplinary collection that brings together contemporary and classic readings to provide significant insights into the practice and theory of propaganda and persuasion. The contents range from seminal essays to articles by well-known writers on propaganda to new essays about responses to contemporary issues and events. This engaging anthology also includes analyses of the relationship between rhetoric, propaganda, and persuasion.

**How Words Make Things Happen**

Designed for courses in communications, political science, marketing, advertising and media, this second edition of the text contains chapters on the role of surveys and opinion polls in a democracy, and how the impact may be limited.

**Persuading Aristotle**

An overview of the study of "captology"—the study of computers as persuasive technologies—examines the integration of behavior altering techniques and information technology.

**Age of Propaganda**

This book provides an applied model of corruption to identify, analyse, and assess the ethics of major types of corruption in the media involving practices such as cash-for-comment, media release journalism, including video news releases (VNRs), fake news, deep fakes, and staged news. The book starts with a conceptual philosophical analysis of corruption in general, followed by an in-depth analysis of media corruption, across its various transformations, from the legacy media of the 4th Estate (e.g. The UK Guardian) to the digital media of the 5th Estate (e.g. Social Media and Wikileaks) to the Network Media of the 6th Estate (e.g. Facebook and Google), and provides key case studies as practical illustrations and contextualisation of those major types of media corruption. It explains how the conversion of the two forms of media communication, corporate and social digital communication, as expressed in the symbiotic relationship between the 4th Estate and the 5th Estate exposes and enables the reporting of corruption, signalling a major shift in the way the media itself can provide an effective means for anti-corruption measures against major practices of corruption that would have otherwise gone unnoticed.

**Coercion**
The Soulful Art of Persuasion is a revolutionary guide to becoming a master influencer in an age of distrust through the cultivation of character-building habits that are essential to both personal growth and sustained business success. This isn’t a book full of tips and life-hacks. Instead, The Soulful Art of Persuasion will develop the habits that others want to be influenced by. This book is based on a radical idea: Persuasion isn’t about facts and argument. It’s all about personal character. Jason Harris, CEO of the powerhouse creative agency Mekanism, argues that genuine persuasion in the twenty-first century is about developing character rather than relying on the easy tactics of flattery, manipulation, and short-term gains. It is about engaging rather than insisting; it is about developing empathy and communicating your values. Based on his experience in and out of the boardroom, and drawing on the latest in-depth research on trust, influence, and habit formation, Harris shows that being persuasive in a culture plagued by deception means rejecting the ethos of the quick and embracing the commitment of putting your truest self forward and playing the long game.

The Dynamics of Persuasion

Persuasion is omnipresent in today’s media-saturated society. From politicians to advertisers to friends and colleagues, persuaders are using increasingly sophisticated strategies to influence our attitudes, beliefs, and behaviors. Fortunately, this updated edition of Persuasion in the Media Age provides a timely, solid understanding of the methods used by contemporary persuaders and offers strategies to help readers become critical consumers of persuasion. Borchers begins with the premise that contemporary culture has been forever changed by electronic media and explores the way media technologies have influenced the study and practice of persuasion. He draws from a wide variety of scholars, bringing together the latest perspectives and research as well as foundational concepts. The Third Edition spotlights the influence of social media, presents storytelling as a key driver for persuasion, and incorporates updated examples that reflect recent political campaigns and developments in popular culture. This pedagogically rich, illustrated volume includes learning objectives, key terms, discussion questions, and activities that encourage students to apply chapter content to their everyday experiences. Internet-based exercises provide practical, relevant opportunities for students to evaluate Web-based persuasion, while ethics cases explore compelling issues that have emerged in today’s media-dominated environment.

Readings in Propaganda and Persuasion

Propaganda is inescapable. It’s everywhere. Students need to analyze, resist, critique—and create. Media literacy educators have always insisted that we are both creators and receivers of media messages. The truth of this is even more apparent in today’s digital environment, with children and adults alike participating in a ubiquitous, nonstop stream of social media. Clearly, students need the tools to interpret news and information critically—not just for school but for life in a “post-truth” world, where the lines blur between entertainment, information, and persuasion. Renee Hobbs demonstrates how a global perspective on contemporary propaganda enables educators to stimulate both the intellectual curiosity and the cultural sensitivities of students. Replete with classroom and online learning activities
and samples of student work, Mind Over Media provides a state-of-the-art look at the theory and practice of propaganda in contemporary society, and shows how to build learners' critical thinking and communication skills on topics including computational propaganda, content marketing, fake news, and disinformation.

**The Female Persuasion**

Social media pervades people’s awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships. The Handbook of Research on Effective Advertising Strategies in the Social Media Age focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.

**Media and Science-Religion Conflict**

The ad men behind CBC Radio’s The Age of Persuasion combine lively social history and industry experience to show how the art of persuasion shapes our culture. Witty, erudite and irrepressibly irreverent, The Age of Persuasion provides a hugely entertaining — and eye-opening — insider’s look at the ever-expanding world of marketing. The Age of Persuasion is for those who say “advertising doesn’t work on me” as well as those who want to understand how this industry has become inseparable from modern culture. Using their popular CBC Radio series as a starting point, Terry O’Reilly and Mike Tennant tell the fascinating story of how modern marketing came of age — from the early players to the Mad Men of the 1960s and beyond. With insider anecdotes and examples drawn from pop culture, they also probe deeply into the day-to-day workings and ethics of a business that is rapidly evolving in the age of Facebook and YouTube. From the Hardcover edition.

**The Soulful Art of Persuasion**

Now in its sixth edition, Persuasion: Social Influence and Compliance Gaining continues to boast an accessible voice and vibrant aesthetic that appeals to undergraduate students of communication, psychology, advertising, and marketing. In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. A long the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features an expanded treatment of digital and social media, up-to-date research on theory and practice, and enhanced discussions of topics such as political campaigning, emotional marketing, olfactory influence, and ethics. Instructors can also use the book’s downloadable test bank, instructor’s manual, and PowerPoint slides in preparing course material.
Handbook of Research on Effective Advertising Strategies in the Social Media Age

Persuasion: Theory and Research, Third Edition is a comprehensive overview of social-scientific theory and research on persuasion. Written in a clear and accessible style that assumes no special technical background in research methods, the Third Edition has been thoroughly revised to reflect developments in persuasion studies. New discussions of subjects such as reactance and the use of narratives as vehicles for persuasion, revised treatments of the theories of reasoned action and planned behavior, and two new chapters on social judgment theory and stage models provide your students with the most current work on persuasion in a clear, straightforward manner. In this edition, author Daniel J. O’Keefe has given special attention to the importance of adapting (tailoring) messages to audiences to maximize persuasiveness. Each chapter has a set of review questions to guide students through the chapter’s material and quickly master the concepts being introduced.

Media, Persuasion and Propaganda

Examines how the US media covers high-profile public policy issues in the context of competing claims about media bias. Tracking the effects of media content on the public is a difficult endeavor, and media effects vary on a subject-to-subject basis. To address this challenge, The Politics of Persuasion employs a multifaceted, mixed method approach to studying mass media and public attitudes. Anthony R. DiMaggio analyzes more than a dozen case studies covering US domestic economic policy and examines a wide range of theories of how bias operates in mass media with regard to coverage of these issues. While some research claims that journalists are overly negative and biased against government officials, some reveals that journalists favor citizens groups. Still other studies contend there is a liberal bias in the media, a progovernment bias, or a bias in favor of advertisers and business interests. Through his analysis, DiMaggio is the first to systematically examine all of these competing interpretations. He concludes that reporters tailor stories to corporate and government interests, but argues that the ability to “manufacture consent” from the public in favor of these elite views is far from guaranteed. According to DiMaggio, citizens often make use of their own personal experiences and prior attitudes to challenge official narratives.

The Politics of Persuasion

Argues that bosses, so-called experts, and authorities real and imaginary have taken over much of the decision-making power in our lives, and explains how the new technologies and media innovations are being co-opted to shape our world and to damage individual initiative. Reprint.

The Age of Persuasion

The Reasoning Voter

Now in its seventh edition, this essential text continues to provide students with a
comprehensive yet accessible overview of the study and practice of persuasive communication. Attuned to the swift changes in the world of persuasion in the twenty-first century, this book covers how theories and research illuminate and adapt to our present digital era, with continued attention to ethical implications and today’s big topics. This new edition features updated definitions of key terms in the field as they relate to present-day practice; an integration of persuasion theories and the ubiquity of online influence; new examples and cases to illustrate persuasive communication’s approach to health campaigns, attitudes, communicator appeals, dissonance, and ethics; and a thorough reflection of the most current scholarship in the field. The Dynamics of Persuasion, Seventh Edition provides a solid foundation for undergraduate students in communication studies and psychology to grasp the key concepts and practices of persuasive communication today. The book is complimented by online resources for both instructors and students, including an instructor’s manual, lecture slides, sample test questions, and links to relevant articles and videos illustrating concepts presented in the text. Please visit www.routledge.com/cw/perloff.

Persuasion

In the Middle Ages, liturgies, books, song, architecture and poetry were performed as collaborative activities in which performers and audience together realized their work anew. Essays by leading scholars analyse how the medieval arts invited and delighted in collaborative performances designed to persuade. The essays cast fresh light on subjects ranging from pilgrim processions within Chartres Cathedral, to polyphonic song, and the 'rhetoric of silence' perfected by the Cistercians. Rhetoric is defined broadly in this book to encompass its relationship to its sister arts of music, architecture, and painting, all of which use materials and media in addition to words, sometimes altogether without words. Contributors have concentrated on those aspects of formal rhetoric that are performative in nature, the sound, gesture, and facial expressions of persuasive speech in action. Delivery (performance) is shown to be at the heart of rhetoric, that aspect of it which is indeed beyond words.

Power Persuasion

Sooner or later, our words take on meanings other than we intended. How Words Make Things Happen suggests that the conventional idea of persuasive rhetoric (which assumes a speaker’s control of calculated effects) and the modern idea of literary autonomy (which assumes that ‘poetry makes nothing happen’) together have produced a misleading account of the relations between words and human action. Words do make things happen. But they cannot be counted on to produce the result they intend. This volume studies examples from a range of speakers and writers and offers close readings of their words. Chapter 1 considers the theory of speech-acts propounded by J.L. Austin. ‘Speakers Who Convince Themselves’ is the subject of chapter 2, which interprets two soliloquies by Shakespeare's characters and two by Milton's Satan. The oratory of Burke and Lincoln come in for extended treatment in chapter 3, while chapter 4 looks at the rival tendencies of moral suasion and aestheticism in the poetry of Yeats and Auden. The final chapter, a cause of controversy when first published in the London Review of Books, supports a policy of unrestricted free speech against contemporary proposals of censorship. Since we cannot know what our own words are going to do, we have no standing to justify the
banishment of one set of words in favour of another.

**The Dynamics of Political Communication**

What impact do news and political advertising have on us? How do candidates use media to persuade us as voters? Are we informed adequately about political issues? Do 21st-century political communications measure up to democratic ideals? The Dynamics of Political Communication: Media and Politics in a Digital Age explores these issues and guides us through current political communication theories and beliefs. Author Richard M. Perloff details the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the d.

**Persuasion**

Sonic Persuasion: Reading Sound in the Recorded Age critically analyzes a range of sounds on vocal and musical recordings, on the radio, in film, and in cartoons to show how sounds are used to persuade in subtle ways. Greg Goodale explains how and to what effect sounds can be "read" like an aural text, demonstrating this method by examining important audio cues such as dialect, pausing, and accent in presidential recordings at the turn of the twentieth century. Goodale also shows how clocks, locomotives, and machinery are utilized in film and literature to represent frustration and anxiety about modernity, and how race and other forms of identity came to be represented by sound during the interwar period. In highlighting common sounds of industry and war in popular media, Sonic Persuasion also demonstrates how programming producers and governmental agencies employed sound to evoke a sense of fear in listeners. Goodale provides important links to other senses, especially the visual, to give fuller meaning to interpretations of identity, culture, and history in sound.

**Media Corruption in the Age of Information**

The Reasoning Voter is an insider's look at campaigns, candidates, media, and voters that convincingly argues that voters make informed logical choices. Samuel L. Popkin analyzes three primary campaigns— Carter in 1976; Bush and Reagan in 1980; and Hart, Mondale, and Jackson in 1984—to arrive at a new model of the way voters sort through commercials and sound bites to choose a candidate. Drawing on insights from economics and cognitive psychology, he convincingly demonstrates that, as trivial as campaigns often appear, they provide voters with a surprising amount of information on a candidate's views and skills. For all their shortcomings, campaigns do matter. "Professor Popkin has brought V.O. Key's contention that voters are rational into the media age. This book is a useful rebuttal to the cynical view that politics is a wholly contrived business, in which unscrupulous operatives manipulate the emotions of distrustful but gullible citizens. The reality, he shows, is both more complex and more hopeful than that."— David S. Broder, The Washington Post

**War and the Media**

Stop to consider the culture of the 21st century: Each morning, you might hear a half-dozen ads on the radio before your feet touch the floor. Staggering out of bed,
you'll pass brand logos on your clothing and in your bathroom. By the end of the day, hundreds — perhaps thousands — of marketing messages have targeted you. And yet so little is understood about how marketing affects our lives, our society, and our world. Enter Terry O'Reilly and Mike Tennant, the ad men behind The Age of Persuasion, the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio. They have made it their mission to share the back-room story of modern marketing, entertaining asides and all. "Think of advertisers as millions of ants in a colony, each working hard and each with its own objective. Except that in this colony, every single ant is competing against the others. That's the ad business. Almost every ad you see, hear, and otherwise experience is competing for a piece of your imagination. And like any cross-section of humanity, the vast, worldwide advertising community is diverse: composed of geniuses and idiots, saints and buffoons, and everything in between." From the early players to the Mad Men of the 1960s and beyond, O'Reilly and Tennant offer insights into a rapidly evolving industry. Smart and funny, The Age of Persuasion provides an entertaining — and eye-opening — look at a world driven by marketing.

**Persuasion in the Media Age**

Using case studies and exercises, this innovative study guides the reader through the many varieties of persuasion and its performance, exploring the protocols of rhetoric unique to the medium, from orality and print to film and digital images.

**Persuasive Technology**

The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades. Author Richard M. Perloff speaks to students in a style that is engaging and informational, explaining key theories and research as well as providing timely and relevant examples. The companion website includes materials for both students and instructors and expanding the pedagogical utilities. The sixth edition includes: updated theoretical and applied research in a variety of areas, including framing, inoculation, and self-affirmation; new studies of health campaigns; expanded coverage of social media marketing; enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion. The fundamentals of the book – emphasis on theory, clear-cut explanation of findings, in-depth discussion of persuasion processes and effects, and easy-to-follow real-world applications – continue in the sixth edition.

**Power Persuasion**

**Literacy in the New Media Age**

This is an accessible account of theoretical knowledge to help students explore and understand the world of persuasion they live in. The text is grounded in rhetorical theory but the findings of social science research are woven through the narrative to provide a comprehensive account of persuasion.
Elections are the means by which democratic nations determine their leaders, and communication in the context of elections has the potential to shape people's beliefs, attitudes, and actions. Thus, electoral persuasion is one of the most important political processes in any nation that regularly holds elections. Moreover, electoral persuasion encompasses not only what happens in an election but also what happens before and after, involving candidates, parties, interest groups, the media, and the voters themselves. This volume surveys the vast political science literature on this subject, emphasizing contemporary research and topics and encouraging cross-fertilization among research strands. A global roster of authors provides a broad examination of electoral persuasion, with international perspectives complementing deep coverage of U.S. politics. Major areas of coverage include: general models of political persuasion; persuasion by parties, candidates, and outside groups; media influence; interpersonal influence; electoral persuasion across contexts; and empirical methodologies for understanding electoral persuasion.

Age of Propaganda

The Gulf War of 1991 was the highest profile media war in history. Never before had so many journalists attempted to cover a war from both sides of the conflict. This book traces the role of the media in the Gulf War and examines the attempts by both the coalition and Iraq to influence public opinion through propaganda and persuasion. Philip Taylor asks how much the public was being told and how much was held back. Analyzing the key news stories of the conflict he looks at the efforts of the American-led coalition to persuade television audiences and newspaper readers to take a “right view” of what was happening and of the Iraqi government’s propaganda campaigns concerning civilian damage and the “Mother of all Battles.”

The Dynamics of Persuasion

Mind Over Media: Propaganda Education for a Digital Age

From the author of Pride, Prejudice, and Other Flavors comes another, clever, deeply layered, and heartwarming romantic comedy that follows in the Jane Austen tradition—this time, with a twist on Persuasion. Chef Ashna Raje desperately needs a new strategy. How else can she save her beloved restaurant and prove to her estranged, overachieving mother that she isn’t a complete screw up? When she’s asked to join the cast of Cooking with the Stars, the latest hit reality show teaming chefs with celebrities, it seems like just the leap of faith she needs to put her restaurant back on the map. She’s a chef, what’s the worst that could happen? Rico Silva, that’s what. Being paired with a celebrity who was her first love, the man who ghosted her at the worst possible time in her life, only proves what Ashna has always believed: leaps of faith are a recipe for disaster. FIFA winning soccer star Rico Silva isn’t too happy to be paired up with Ashna either. Losing Ashna years ago almost destroyed him. The only silver lining to this bizarre situation is that he can finally prove to Ashna that he’s definitely over her. But when their catastrophic first meeting goes viral, social media becomes obsessed with their chemistry. The competition on the show is fierce and so is the simmering desire between Ashna and Rico. Every minute they spend together rekindles feelings that pull them toward their disastrous past. Will letting go again be another recipe for heartbreak—or a recipe for persuasion?
In Recipe for Persuasion, Sonali Dev once again takes readers on an unforgettable adventure in this fresh, fun, and enchanting romantic comedy.

**The Age of Persuasion**

Examines the patterns, motives, and effects of mass persuasion, discussing the history of propaganda, how the message of propaganda is delivered, and counteracting the tactics of mass persuasion.

**Sonic Persuasion**

This important and influential book considers how the Internet, like the printing press in its time, has changed the politics of communication and explores how the changes will affect the future of literacy.

**Persuasion and Influence in American Life**

**Persuasion in the Media Age**

The eighth edition provides a streamlined, up-to-date presentation of classic and contemporary theories of persuasion. For more than three decades, the authors have guided readers through the cultural, psychological, and sociological forces influencing why, how, and when humans change their minds. Exploring the complexities and subtleties of persuasive attempts from interpersonal interactions to political advertising is essential for making informed judgments about the value of increasingly pervasive messages. The practice of persuasion is no longer limited to a select few and formal audiences. Online networks with unprecedented reach extend opportunities for multiple persuaders and peer-to-peer influence. Woodward and Denton acknowledge the opportunities and challenges posed by social media and various digital platforms. The final chapter emphasizes visual communication and core strategies for the construction of short messages tailored for digital and commercial media. Engaging descriptions and multiple examples illustrate the dynamic, interactive nature of persuasion. Short sidebars in every chapter suggest interesting applications of key ideas. Becoming responsible, ethical, and credible persuaders and/or critical consumers of messages is an intriguing, and sometimes surprising, journey.

**Recipe for Persuasion**

**Persuasion in the Media Age**

This collection of chapters written by some of the most important persuasion scholars of our time represents the scope, depth, and richness of the field of persuasion. With contributions from authors in a wide variety of disciplines, "Perspectives On Persuasion, Social Influence, and Compliance Gaining" provides students with a panoramic view of the field, broadening their perspective and understanding of the influence and impact of persuasion in our lives. Contributing
authors include: Richard Petty, John Cacioppo, James Dillard, Daniel O'Keefe, Michael Cody, Robert Cialdini, Michael Burgoon, Linda Carli, David Buller, Judee Burgoon, and others. Features: Students gain insights directly from those who produced the theories and research, as these top-notch scholars reflect on the development of the theory or research, where it is going, and where it has been. The contributors come from multiple disciplines, including communication, psychology, and business, offering students multiple perspectives on the content. Introductions to each section provide students with the rationale for student, an appreciation of ethics, an orientation to each chapter, and an understanding of each chapter's contribution to the field. Early chapters on conceptualizations of persuasion, the history of the field, and theoretical developments give students the background necessary for understanding what persuasion is and how it functions Chapters on both theories of persuasion and the practice of persuasion in multiple contexts help students see the connection between theory and practice. Concrete examples of theories and concepts bring the text to life and help students more easily understand the material. Chapter on deception enables students to see how one of the most recently researched areas fits into the field of persuasion. 

Perspectives on Persuasion, Social Influence, and Compliance

Gaining

A contemporary approach to persuasion that emphasizes the influence that media has had on persuasive practices. While drawing heavily from rhetorical theories as a foundation for the book, essential social science behavioral theories are used liberally to complement the discussion.

The Oxford Handbook of Electoral Persuasion

A New York Times Bestseller "A powerful coming-of-age story that looks at ambition, friendship, identity, desire, and power from the much-needed female lens." — Bustle "Ultra-readable.” — Vogue From the New York Times-bestselling author of The Interestings, comes an electric novel not just about who we want to be with, but who we want to be. To be admired by someone we admire— we all yearn for this: the private, electrifying pleasure of being singled out by someone of esteem. But sometimes it can also mean entry to a new kind of life, a bigger world. Greer Kadetsky is a shy college freshman when she meets the woman she hopes will change her life. Faith Frank, dazzlingly persuasive and elegant at sixty-three, has been a central pillar of the women's movement for decades, a figure who inspires others to influence the world. Upon hearing Faith speak for the first time, Greer— madly in love with her boyfriend, Cory, but still full of longing for an ambition that she can’t quite place— feels her inner world light up. And then, astonishingly, Faith invites Greer to make something out of that sense of purpose, leading Greer down the most exciting path of her life as it winds toward and away from her meant-to-be love story with Cory and the future she’d always imagined. Charming and wise, knowing and witty, Meg Wolitzer delivers a novel about power and influence, ego and loyalty, womanhood and ambition. At its heart, The Female Persuasion is about the flame we all believe is flickering inside of us, waiting to be seen and fanned by the right person at the right time. It's a story about the people who guide and the people who follow (and how those roles evolve over time), and the desire within all of us to be pulled into the light.