

## Altercasting (MEMBERS ONLY Bonus Material)

### Description

[Original Article.](#)

### Links:

<https://en.wikipedia.org/wiki/Altercasting> A general overview.

[https://en.wikipedia.org/wiki/Identification\\_in\\_Burkean\\_rhetoric](https://en.wikipedia.org/wiki/Identification_in_Burkean_rhetoric)

6 dimensions of altercasting [here](#). Basically it talks about how close the identity is to the person's ego. Closer === more persuasive.

### Research Notes:

-Try positive and negative altercasting. Positive is when you entice someone based on an identity. For example "all smart people act this way." Negative altercasting is when you scare someone based on an identity. For example "all losers like this book."

-Instead of directly insulting the person based on a characteristic that they clearly identify with, try instead picking on something they loosely identify with. This can give you plausible deniability for shame based attacks.

-If altercasting is a subset of role theory, and people comply to maintain/obtain a certain image or role, does altercasting work best on agreeable and contentious people?

-Before altercasting take time to build up the value of the role. If the group you are trying to persuade thinks that identity/role X is impressive/valuable, they will be more likely to want to act as members of that identity/role. Eg the study on the winning football team and college students wearing college apparel. (Students wore more apparel after a winning game). (ASU was the college?)

### Category

1. Member Resources
2. Persuasion

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### Author

admin