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Next, a meta-analysis was conducted and the impact of seven moderator variables was tested. The overall effect for the metaphor-literal comparison for attitude change was  $r = .07$ , which supported the claim that metaphors enhance persuasion.

### Persuasive Effects of Metaphor: A Meta-Analysis

PAGE #1 : Persuasion Advances Through Meta Analysis The Hampton Press Communication Series By Georges Simenon - persuasion advances through meta analysis the hampton press communication series by raymond w preiss author editor mike allen author editor isbn 13 978 1572730670 isbn

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