

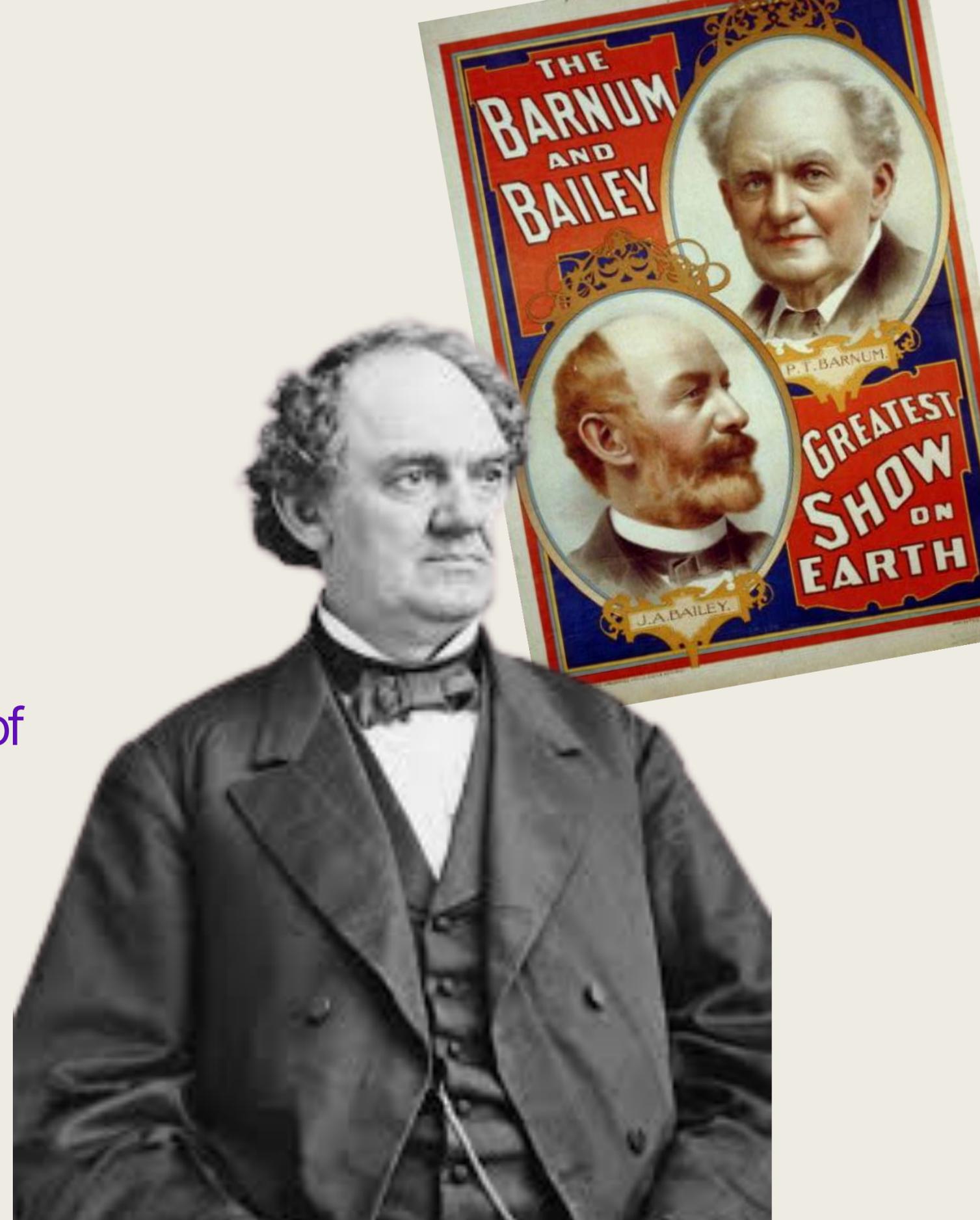
***PERSUASION, PARASOCIALITY & THE  
PRESS AGENCY MODEL:  
ETHICAL BOUNDARIES IN  
EMOTION-DRIVEN & INFLUENCER-  
BASED PUBLIC RELATIONS***

**RESEARCH PAPER  
PRESENTATION BY  
GABBY PICCIRILLI**



# PRESS AGENCY MODEL

- One-way communication
- Focused on attention + hype
- Often used incomplete or distorted information
- Labeled “public be damned model” & an “instrument of infection”
- Generated artificial interest



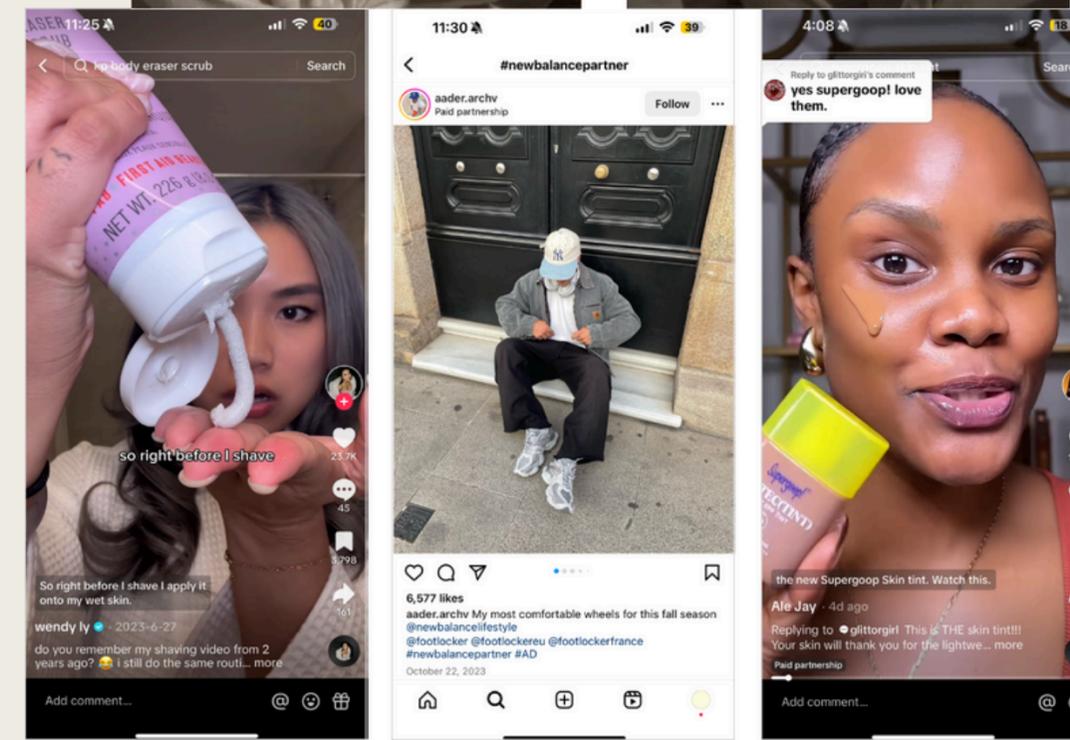
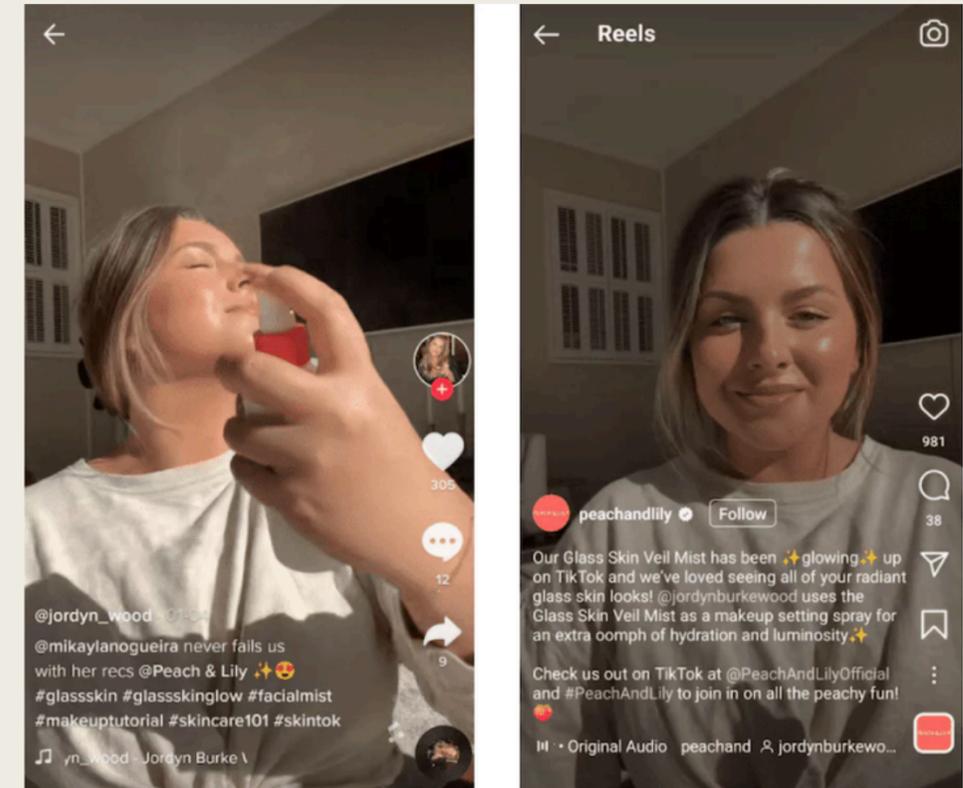
# EMOTION-DRIVEN PERSUASION

- Eliciting strong emotional responses, rather than using fact/logic alone
- Can motivate action, make organizations seem relatable or meaningful
- Effective for nonprofits, activism, social causes
- Risks oversimplifying issues & exploiting how audiences process emotionally charged content
- Emotional processing increases susceptibility to misinformation, analytic thinking improves accuracy



# INFLUENCER MARKETING

- Relies on perceived trust and personal connection
- Built on parasocial relationships (followers view influencers as “friends”)
- 46% of users have purchased because of an influencer
- Used by 70% of U.S. marketers in 2021 → projected 86%
- Reduces critical evaluation, increasing susceptibility to persuasion
- Lack of sponsorship transparency → manipulation risk
- Strong influencer–follower bond = lower resistance + more impulsive purchases
- Performances of luxury/exclusivity (artificial scarcity, staged authenticity)
- Some endorsements involve health and well-being risks



(Vuković & Pavković, 2025), (Yi, 2023), (IZEA Worldwide, 2022), Sprout, 2025), Du et al., 2023).

# MAJOR TAKEAWAYS

1. Emotion-driven persuasion & influencer marketing can replicate press agency's attention-first logic in subtler digital forms, exploiting emotional responses & parasocial trust to shape public perception.
2. When visibility & hype outweigh transparency, "authenticity" becomes a tool for manipulation rather than genuine engagement.
3. Modern PR must balance influence & engagement with ethical responsibility. Emotion-driven campaigns & influencer partnerships offer powerful tools, but only when transparency, respect, & accountability guide their use.

(PRSA, 2024)



**THANK YOU!**