

## ABSTRACT

At home, parents often engage in persuasive communication in motivating their child to perform academically good in school. However, parents have different styles in convincing their children to study, and researchers also argue on which style would generally be effective to most students.

This study employed a case study of Filipino parents' use of persuasive communication. Moreover, the adolescents' processing of their parent's persuasive communication and their resulting attitude changes towards their academic performance were also studied. The Compliance Gaining were used to classify the interpersonal persuasion styles and the frequency of persuasive communication is determined by the number of home or school-related situations where they persuade their adolescents to study. The cognitive processing of persuasion by the adolescents was guided by the Elaboration Likelihood Model. The results showed that Filipino parents use Personal Expertise, Positive Expertise, Positive and Negative Esteem of Others to persuade their adolescents to study, and mostly during adolescents' pastime. The results then showed that adolescents who elaborated the persuasive message perform better in school, as opposed to those who did not. Also, the study revealed that the adolescents preferred positive encouragement or supportive styles in motivating them to study.

*Keywords: Academic performance; persuasion; parents; adolescents; influence*