

# **Topic: Persuasive communication**

## *Definition*

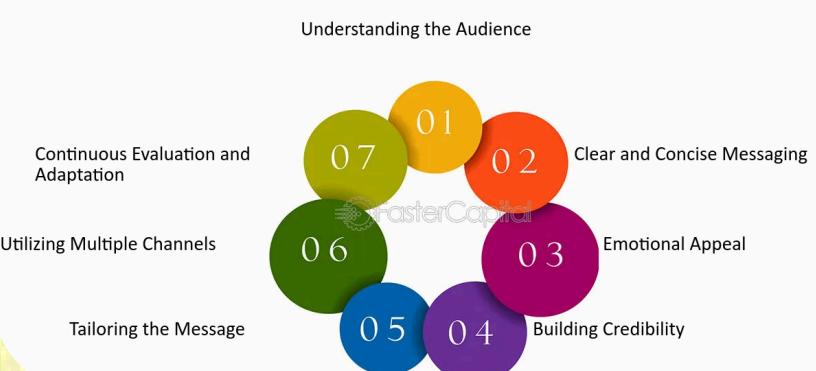
# Persuasive

communication involves presenting ideas in a way that convinces others to accept a point of view, take a desired action, or change their thinking.

It relies on credibility (ethos), logic (logos), and emotion (pathos) to make messages compelling.



## The Importance of Persuasive Communication



# Elements of Persuasive Communication

## a) ETHOS (Credibility)

**APPEALS TO TRUST AND AUTHORITY. THE SPEAKER SHOWS HONESTY AND EXPERTISE.**

**EXAMPLE: “AS A DOCTOR, I RECOMMEND THIS MEDICINE.”**

## B) PATHOS (EMOTION)

**APPEALS TO FEELINGS LIKE  
HAPPINESS, FEAR, OR SYMPATHY  
TO MOVE THE AUDIENCE.**

# EXAMPLE: “IMAGINE A CHILD GOING TO BED HUNGRY TONIGHT.”

## C) Logos (Logic)

**Appeals to reason using facts and evidence to prove a point.**

**Example: “Research shows reading daily improves grades by 20%.”**

# Why It Matters

**Persuasive communication matters because it influences decisions, builds trust, inspires action, and effectively conveys ideas, helping achieve personal, professional, and social goals.**

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