

Department of Artificial Intelligence and Machine Learning
AY:2025-26(Winter 2025)-SEM-III

Class: SY CSE AIML-A

Subject: Life Skills(23UAMNSP2304)

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

Understanding the Audience



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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