Ethical persuasive messages in both interpersonal communication and media campaigns are guided by principles that emphasize honesty, fairness, and respect for the audience. In interpersonal communication, ethical persuasion requires a careful balance between influencing others and maintaining the integrity of the message, ensuring that persuasion does not manipulate or deceive the audience (Ref-u058641). Media campaigns, on the other hand, operate within a broader ethical framework that includes considerations such as cultural sensitivity and the potential for widespread impact, necessitating adherence to established advertising ethics (Ref-u058641). Both contexts share the fundamental goal of crafting messages that are truthful and considerate, though the scale and methods of delivery differ significantly. These ethical guidelines help communicators navigate the complexities of persuasion, ensuring that messages foster trust and credibility across diverse platforms and audiences.