

Artificial intelligence is reshaping business practices across sectors, yet the methods used to communicate its potential vary significantly depending on the audience. Two artifacts in particular—the peer-reviewed thesis *Understanding AI Innovation Contexts* and Andrew Ng’s TED Talk *How AI Could Empower Any Business*—offer contrasting rhetorical approaches to advocating for AI adoption.

Thesis Statement

While *Understanding AI Innovation Contexts* employs formal structure, empirical data, and a measured sense of urgency to persuade a scholarly audience of AI’s necessity, Andrew Ng’s TED Talk, *How AI Could Empower Any Business*, relies on personal anecdotes, accessible language, and engaging visuals to inspire a broader public to embrace AI’s potential in business.

Rhetorical Situation and Audience

The academic thesis is crafted for a scholarly and professional readership that values precision, detailed evidence, and logical rigor. Its purpose is to offer an in-depth, data-driven exploration of how AI innovations transform entrepreneurial ecosystems. This formal context demands a structured approach that emphasizes credibility (ethos) through extensive citations, methodological clarity, and systematic presentation of empirical data. Additionally, constraints such as academic publication standards and the expectation of objectivity shape the rhetorical choices within the thesis.

By contrast, Andrew Ng’s TED Talk aims at a broader public, including small business owners, entrepreneurs, and tech enthusiasts—many of whom may not have a technical background. Ng’s objective is to simplify complex AI concepts and instill confidence in AI as a transformative tool for any business. To achieve this, he uses accessible language, relatable anecdotes, and dynamic visuals. The TED Talk format itself encourages an engaging, inspirational tone, leveraging the presentational norms expected in this genre.

Analysis of the Peer-Reviewed Thesis

Formal Structure

Understanding AI Innovation Contexts employs a methodical, academic layout emblematic of scholarly writing. Clear headings, section divisions, and a logical flow of ideas help guide a specialized audience through the complexities of AI adoption. This structure underscores the author’s authority and invites a meticulous examination of the data.

Empirical Data

The thesis relies heavily on detailed statistics and case studies to illustrate AI's role in fostering competitive advantage. These evidence-based insights establish a strong appeal to logos, reinforcing the argument that AI innovations are not just a trend but a strategic necessity. For an audience expecting rigorous analysis, such empirical depth builds substantial credibility. For example, the thesis cites studies demonstrating AI-driven productivity improvements across different industries, aligning with its scholarly purpose.

Subtle Urgency

Although the tone remains largely factual, there is an undercurrent of urgency suggesting that businesses risk obsolescence if they do not embrace AI-driven solutions. This measured pathos nudges the reader to view AI adoption as time-sensitive and essential, aligning with the expectations of a scholarly community that respects logical yet forward-looking arguments.

Analysis of the TED Talk

Personal Anecdotes

In *How AI Could Empower Any Business*, Andrew Ng leverages his personal experiences and success stories to make AI concepts relatable. This narrative technique establishes his ethos and invites the audience to trust his expertise, effectively bridging the gap between complex technology and everyday business scenarios. For example, Ng shares a story about how small businesses have successfully implemented AI-driven automation, making the technology feel approachable and relevant.

Accessible Language

Ng simplifies technical terms and uses clear, jargon-free explanations, ensuring that viewers with varying levels of AI knowledge can follow along. This approach not only appeals to logos—by making information easy to grasp—but also enhances pathos by reducing intimidation and sparking curiosity. Instead of discussing AI in abstract, highly technical terms, Ng uses everyday analogies, such as comparing AI adoption to learning how to use electricity in the early 20th century.

Engaging Visuals

TED Talks often rely on dynamic visuals and body language to maintain audience interest. Ng employs slides, diagrams, and direct eye contact to create an immersive experience. These elements evoke an emotional response (pathos) and help the audience visualize AI's benefits, from streamlined operations to increased customer engagement. For example, a slide showcasing AI-powered business tools reinforces the talk's message that AI is accessible and beneficial to all businesses, not just large corporations.

Comparative Effectiveness and Rhetorical Appeals

Both artifacts share the overarching goal of advocating for AI integration in business, yet their rhetorical choices diverge according to audience expectations:

Thesis (Formal Structure, Empirical Data, Subtle Urgency):

- Appeals to **logos** by presenting rigorous research and empirical findings.
- Cultivates **ethos** through academic style and credibility.
- Uses a controlled sense of urgency (**mild pathos**) to encourage timely action.

TED Talk (Personal Anecdotes, Accessible Language, Engaging Visuals):

- Engages **pathos** through relatable storytelling and inspiring examples.
- Maintains **ethos** via Ng's personal authority and professional standing in AI.
- Simplifies complex ideas (**supporting logos**) for a wide-ranging, non-specialist audience.

Conclusion

In sum, *Understanding AI Innovation Contexts* and *How AI Could Empower Any Business* effectively promote the adoption of AI through contrasting rhetorical strategies tailored to distinct audiences. The academic thesis relies on formal structure, data-rich analysis, and a subtle urgency to convince a specialized readership of AI's strategic importance.

Meanwhile, Andrew Ng's TED Talk harnesses personal anecdotes, accessible language, and engaging visuals to captivate a broader audience and inspire immediate action. These artifacts collectively demonstrate that the power of persuasion lies in adapting rhetorical devices—whether rigorous and data-driven or narrative and emotionally resonant—to the specific needs and expectations of the intended audience.