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Artificial Intelligence in Business Communication: A Rhetorical Analysis

In Understanding AI Innovation Contexts and How AI Could Empower Any Business, the strategic use of formal structure, empirical data, and measured urgency in the former, along with personal anecdotes, accessible language, and engaging visuals in the latter, effectively persuades their respective audiences of AI's critical role in business. The peer-reviewed thesis employs academic conventions to appeal to researchers and industry professionals, while Andrew Ng's TED Talk simplifies complex AI concepts and inspires non-specialist entrepreneurs. By analyzing these distinct rhetorical strategies, this essay will demonstrate how each artifact adapts its messaging to align with its audience's expectations and how these adaptations ultimately influence perceptions of AI adoption in business. This analysis not only underscores the role of rhetorical devices in communicating technological innovation but also highlights how varying approaches can address the unique needs of divergent audiences.

Both artifacts are products of their specific rhetorical situations and are tailored to meet the needs of distinct audiences. The peer-reviewed thesis is designed for a specialized readership, including researchers, industry professionals, and decision-makers who value precision, logical argumentation, and extensive empirical evidence. The thesis's purpose is to provide a comprehensive, data-driven exploration of how AI innovations are transforming entrepreneurial ecosystems. To establish credibility (ethos), the author employs rigorous citations,

methodological transparency, and a systematic presentation of empirical findings. Additionally, academic publication constraints—such as the expectation of objectivity, depth of research, and detailed analysis—further shape the rhetorical choices made in the thesis. This focus on detailed statistical evidence and case studies appeals primarily to logos, ensuring that its arguments are firmly rooted in research and observable trends.

Conversely, Andrew Ng's TED Talk is aimed at a broader public that includes small business owners, entrepreneurs, and technology enthusiasts—many of whom lack a technical background. Ng's objective is to demystify AI and instill confidence in its potential applications within business environments. To achieve this, he uses accessible language, relatable anecdotes, and dynamic visuals, all of which contribute to a more conversational and engaging presentation style. The TED Talk format itself supports an inspirational and motivational tone, making the content not only informative but also emotionally compelling. Here, the reliance on personal stories and everyday analogies works to bridge the gap between abstract technological concepts and practical, real-world applications, thereby ensuring that the audience feels both informed and empowered to adopt AI innovations.

Understanding AI Innovation Contexts adheres to a structured academic layout characterized by clear section divisions, systematic argumentation, and methodological transparency. This formal structure reinforces the thesis's credibility and mirrors the expectations of its target audience, which demands rigorous, well-organized, and data-backed arguments. The methodical nature of the thesis is evident in its extensive use of detailed statistics and case studies that illustrate AI's transformative impact on business efficiency and competitive advantage. By presenting empirical data—such as productivity improvements and market trend analyses—the thesis appeals strongly to logos. The integration of numerous peer-reviewed

sources further bolsters the text's reliability and provides a solid foundation for its arguments. In doing so, the thesis not only asserts that AI innovations are essential but also builds a logical framework that validates its claims through evidence-based research.

Although the tone of the thesis is predominantly factual and objective, it skillfully integrates a sense of urgency by warning that businesses risk obsolescence if they fail to adopt AI-driven solutions. This subtle infusion of pathos is not overt but is instead embedded in carefully presented statistical projections and trend analyses that hint at a rapidly evolving technological landscape. Such controlled emotional appeal serves to prompt a sense of timeliness and necessity among its scholarly readers. By positioning AI adoption as not merely beneficial but critical for survival in a competitive market, the thesis encourages decision-makers to take immediate, informed action—thus achieving a balance between objective research and persuasive rhetoric.

In How AI Could Empower Any Business, Andrew Ng leverages personal anecdotes and success stories to make complex AI concepts accessible and relatable. For example, Ng recounts how small businesses have successfully implemented AI-driven automation to streamline operations and improve customer service. These real-world examples serve to humanize the technology, transforming it from an abstract, technical concept into a tangible tool that can drive practical improvements. By sharing his personal experiences and emphasizing his direct involvement in AI initiatives, Ng establishes his own credibility (ethos) while also creating an emotional connection with the audience (pathos). His use of storytelling not only makes the content more engaging but also reinforces the idea that AI is an achievable and valuable asset for businesses of all sizes.

Another key aspect of Ng's presentation is his deliberate avoidance of technical jargon. He employs clear, concise explanations and everyday analogies that enable viewers with limited technical knowledge to grasp the essentials of AI. For instance, by comparing AI adoption to the revolutionary impact of electricity in the early 20th century, Ng simplifies a complex subject and underscores its transformative potential. This approach appeals to logos by breaking down intricate ideas into digestible segments while simultaneously enhancing pathos by making the content less intimidating. The accessible language ensures that even those who are not experts in AI can understand and appreciate its benefits, thereby widening the reach and impact of his argument.

Visual elements are a cornerstone of Ng's TED Talk. The dynamic use of slides, diagrams, and direct eye contact serves not only to maintain audience interest but also to reinforce the message through visual reinforcement. Each visual aid is carefully selected to illustrate key points, such as the various applications of AI in business or the tangible benefits of automation. These visuals evoke an emotional response (pathos) by enabling the audience to visualize AI's practical advantages, from improved operational efficiency to enhanced customer engagement. Furthermore, the dynamic presentation style—characterized by an energetic delivery and clear body language—enhances the overall persuasiveness of the talk, ensuring that the message resonates with a broad, non-specialist audience.

Both the thesis and the TED Talk advocate for the integration of AI in business; however, their rhetorical strategies diverge sharply in response to their distinct audiences. The thesis appeals predominantly to logos and ethos through its rigorous research, detailed case studies, and empirical data, while also employing a measured sense of pathos to stress the urgency of adopting AI. Its structured, academic format ensures that the arguments are grounded in data and

scholarly research, making it highly persuasive for professionals and researchers who seek in-depth analysis.

In contrast, the TED Talk emphasizes pathos and ethos, relying on personal storytelling, relatable analogies, and engaging visuals to make the case for AI adoption. Ng's presentation is designed to inspire and motivate, providing a simplified yet compelling vision of how AI can empower small businesses. His accessible language and dynamic delivery ensure that even viewers with limited technical expertise can understand and appreciate the benefits of AI. While both approaches are effective, their differing strategies highlight the importance of aligning communication methods with audience expectations. The thesis is more persuasive for an audience that values detail and rigor, whereas the TED Talk excels in motivating a broader public by reducing complexity and invoking emotional resonance.

Beyond the immediate analysis of the two artifacts, it is important to recognize how their distinct rhetorical strategies reflect broader trends in communication about technology. In a rapidly evolving digital landscape, the ability to tailor messages to specific audiences is crucial. The thesis's reliance on empirical evidence and formal structure reflects a broader academic trend toward data-driven decision-making and the valorization of research-based arguments. On the other hand, the TED Talk's emphasis on personal narrative and visual engagement mirrors a growing preference for accessible, emotionally resonant communication in public discourse. This divergence not only illustrates the adaptability of rhetorical strategies but also underscores the need for multifaceted approaches when discussing complex topics such as artificial intelligence.

In sum, Understanding AI Innovation Contexts and How AI Could Empower Any Business effectively promote AI adoption through contrasting rhetorical strategies tailored to distinct audiences. The academic thesis relies on formal structure, data-rich analysis, and subtle

urgency to persuade a specialized readership of AI's strategic importance, while 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.

      By examining these distinct approaches, this essay underscores the importance of

aligning communication methods with audience expectations. As AI continues to shape

industries and transform business practices, understanding how different rhetorical strategies

influence perception and adoption will be crucial for businesses, policymakers, and researchers

alike. Ultimately, whether through detailed academic research or engaging, simplified

presentations, effective communication about AI is essential to its successful implementation and

widespread acceptance in today's dynamic marketplace.

Works Cited

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