

HOW CAN I COMPEL OTHERS TO ACCEPT THAT BILL GATES IS DISGUSTING

ZULFIKAR MOINUDDIN AHMED

In this note I will explicate a principle of persuasion. My goal is to convince and persuade my own conviction that Bill Gates is totally disgusting.

Now if I just say "Bill Gates is disgusting" that has no power to persuade anyone else at all to accept that he is indeed disgusting.

This is not a trivial issue. If I say to people "Bill Gates is disgusting" and they do not already have the same view, then they will dismiss my statement as a purely subjective personal view of Zulf. I don't want that. I want to persuade my belief that Bill Gates is totally disgusting into their belief as well.

What strategies can I employ to accomplish this goal. Let's take a look at my poster of November 16 2021.



You see, this is a legitimate path to the conclusion that Bill Gates is disgusting based on some particular feature. In this case the feature is not universal. I personally find racists to be totally disgusting. This will persuade a larger audience that Bill Gates is disgusting, i.e. those people who share my view that racists are disgusting.

It will not compel those who are tolerant or sympathetic to racists but that does not matter too much. Instantly I can persuade a large proportion of the world that Bill Gates is disgusting.

Date: November 16, 2021.