

PERSUASION

Meaning: Persuasion is the act of convincing someone to believe or do something through reasoning or argument.

1. The politician's speech was a masterclass in persuasion, swaying the audience with compelling arguments.
2. Her ability to use persuasion effectively helped her negotiate a better salary with her employer.
3. In psychology, understanding the principles of persuasion can enhance communication skills and influence.
4. The advertisement relied on emotional persuasion to connect with viewers and encourage them to purchase the product.
5. Persuasion often requires not just logical reasoning, but also an understanding of the audience's values and emotions.

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