

Principles of Persuasive communication

Effective persuasive communication addresses the audience's needs, values and desires. Audiences respond better to persuasive communication when they feel the person speaking is similar to them in some way, whether it's in age, occupation or socio-economic status. If you address what's important to your audience, they'll see you as someone who is like them and understands them and will be more receptive to your message.

A scientist can use the following tools to convince and persuade the target audience.

- Facts, figures
- Statistics
- Graphs
- Jargon/Technical language
- Flow charts
- Proven experiments

Before you can persuade an audience, you must first grab their attention and demonstrate why it's worth their time to listen to your idea or suggestion. Start with an anecdote that illustrates the point you're trying to make or with a surprising fact that tells them why what you have to say is important to them. For example, if you're trying to persuade company management to adopt a no-smoking policy, begin with a statistic regarding how many sick days smokers take compared to non-smokers.

Reference List

Effective Persuasive Communication (Online) -

https://learn.uq.edu.au/bbcswebdav/pid-1006521-dt-content-rid-4813297_1/courses/SCIE3001S_6460_64625/YES%21%2050%20scientifically%20proven%20ways%20to%20be%20persuasive%20-%20R%20Cialdini.pdf