

# Trends in forms of persuasion

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For example, a friend may convince me to accompany them to watch a movie by making me believe that the movie is very interesting when in reality they only want my company. My experiences with persuasion through speech are positive while persuasions by deception are often negative experiences. Morals and ethics determine the validity of persuasion through speech. It is vital that speech conveys information that is morally sound and promotes ethics (Walton, 2005). Deception, on the other hand, is regarded as immoral since it pushes us to believe what is not true.