

## **PERSUASIVE COMMUNICATION IN PUBLIC RELATIONS: FUNCTIONS, PRINCIPLES AND APPLICATION**

### **ABSTRACT**

The paper analyzes the function and role of persuasive communication within public relations. Persuasive communication represents a symbolic process, which includes a conscious intention and an attempt to persuade as a rule, and assumes the transfer of a message between the involved parties as well as the free choice of the persuaded to evaluate, accept, or reject the persuasive appeal by his needs and interests. Key aspects of this communication strategy include interactivity and recognition of the recipient's free will. Despite the recognized importance of persuasion in public relations, some authors wrongly equate it with propaganda. Nevertheless, a strategic approach to contemporary public relations promotes the integration of persuasion into its practice, emphasizing ethics and transparency. Public relations practitioners recognize that possessing persuasive communication competencies is critical to success in today's environment. It includes understanding the characteristics, traits, and needs of target audiences, developing relevant messages, and building trust and mutually beneficial relationships to achieve individual and relational goals. The authors emphasize the applicative value of persuasive communication in the context of public relations, indicate functions and integration in contemporary practice, and present basic guidelines for the use of persuasive communication in the implementation of communication programs.

**Keywords:** persuasion; communication; public relations; Bernays; communication process; persuasive messages.