Persuasion in a Democracy

Name:

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In a democratic nation, leaders are elected by the people. This means that the citizens are the ones who decide the type of leaders they want to lead them. In such a country, leaders need to master the art of persuasion. This is because citizens want to be convinced. A leader who cannot persuade the people finds it difficult to get elected to office. This is because, in a democratic country, people vote based on what the leaders have promised to accomplish once elected to offices (Kastely, 2015). As such, people cannot just decide to vote for a leader who does not promise developments to the people. While a leader may be having good plans to the people, failure to persuade them and show them that he/she is the right candidate to lead them can make citizens not to vote for him/her.

What this means is that persuasion is part and parcel of a democratic country. Some leaders who have been elected in many democratic nations have done so because of mastering the art of persuasion. They understand what the people need, and this makes it easy for them to convince the voters. Ideally, for a leader to get elected in a democratic country today, it has been likened to closing in on a sale (Kastely, 2015). The person who sales has to persuade buyers that his/her products are the best and is what the purchasers want. Similarly, today, leaders have to convince voters that they have the ability, integrity, and talent to represent them in the government. This way, it becomes easy for the people to elect such type of leader to office.

Reference

Kastely, J. L. (2015). *The Rhetoric of Plato's Republic: Democracy and the Philosophical Problem of Persuasion*. University of Chicago Press.