The Psychological Effect Of Personal Communication On Interpersonal Relations

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Abstract

The psychologists have defined psychology as the academic study of observing human behavior. The purpose of psychology methods is to examine the behavior of the person with academic and scientific techniques and methods, while psychologists are trying to comprehend people's feelings, thoughts and behaviors, they are actually aware of each person's own limitations and capabilities. That's why so many research methods are used. When we look at research methods, it should generally be regular. It should be based on certain data. It must be objective. Analytical, that is, by breaking it down, must distinguish the basic components underlying each behavior. Cause and effect relationship is in the foreground and should be repeatable.

The persuasion is perceived as adopting, approving an idea or a study, or removing these feelings and thoughts. It includes the desire to learn other things or the process of reaching a common solution. Persuasion aims to influence the attitudes and behaviors of the individual or individuals. Today, it is one of the oppressive and ineffective methods. But in modern societies this is called persuasion. To persuade is to persuade someone to agree to do something about anything. There are 3 types of persuasion. The first is response shaping. Here, for example, it can be qualified to embody the reaction of a family's child to the escalator. Because he shouldn't be afraid, he can explain the ladder to him like a game. Thus, the child facilitates the occurrence and continuation of a behavior that resists developing a positive view of the ladder.

The persuasive speech, it must be done constructively, not destructively, to be a good speech. It is one of the most important tools in influencing people. It should not be in the form of leading him in the wrong direction. It should cover interesting and valuable topics. Because the topic of the speech should be interesting both for ourselves and for the listener. Care should be taken to ensure that there is a close relationship between the speaker's personal qualities and the speech. The purpose here is the effect of the speaker on the listener.

1. Introduction

The individuals, unlike other species, maintain their own existence and social relations generally by communicating through speech. According to studies, individuals spend 50-80% of a day communicating. It is stated that 45% of the time of communication during the day consists of listening, 30% speaking, 16% reading and 9% writing (Nalıncı 2000).Speaking skills and listening skills, which constitute oral communication skills, cannot be considered separately from each other. Therefore, it can be said that approximately 75% of the time to communicate is directly proportional to the speaking skill (Kurudayıoğlu, 2003). Like the act of speaking, the communication skill is also done for a specific reason. The basis of communication is to be present, to convey thoughts and to make an impact (Demirtaş, 2004). In other words, the main point desired in communication is to create an effect on the person that can serve the message conveyed by the source.

The effectiveness and efficiency of communication is closely related to the persuasiveness of the message. Individuals are in constant communication through digital tools such as telephone, internet and television, as a result of the developments taking place today, together with communication tools such as verbal communication, body language, letter writing, newspaper reading, article review. In all kinds of communication, there is a conscious or unconscious, indirect or direct interaction between people. In the moment of communication, it is aimed to share any emotion, information or thought. During this sharing, the people communicating may have similar thoughts or there may be points where they may differ from each other (Seymenoğlu, 2009). In cases where these differentiations will occur, individuals try to persuade each other in line with their existing thoughts.

It is necessary to increase listening and reading skills to increase one's comprehension skills, and to improve speaking skills and writing skills to improve the way of telling. A person with a developed understanding will be able to better understand and comprehend the situation expressed to him, and a person with a developed narrative skill will also express himself in a more positive way (Ayrancı, 2016). It is stated that people can communicate for an average of twelve hours during the day, of which five hours are spent listening and four hours are speaking. (Sun, 2014: 2). This situation shows that speaking skills are mostly used in communication and interaction between individuals in our daily life. Because of this situation, the way of speaking is one of the most crucial factors in social life.

Speech: It is defined as the transfer of a person's feelings, thoughts and knowledge through language consisting of sounds (Demirel, 1999). The act of speaking is defined in many ways in the Turkish Dictionary (TDK, 2019):

1. To be able to verbally express one's thoughts with the words of a language.

2. To be able to talk about a certain subject.

3. To be able to talk and chat about a subject.

4. To be able to give a speech, to make a speech.

5. To be able to convey his thoughts by using any tool.

We can define psychology as a branch of science that studies our behaviors and thoughts in general. Studies on humans and animals form the basis of psychology. Psychology also has a common relationship with other branches of science. It stands against the impossibility of observing human thought. Psychologists have defined psychology as the academic study of observing human behavior. The effect of the human brain on emotions, thoughts and behaviors has started to form an opposing view within the science of psychology. The scientific field of psychology, which studies all processes in our memory and mental activities such as thinking, has emerged.

1.1. Fields of Psychology

The clinical psychology is a branch of psychology that is used to reveal the problems of human personality in different units such as mental illness intelligence and to produce various solutions for these problems. The psychology of the person is concerned with the different forms of a person's unique behaviors, emotions and thoughts. People take their social and cultural environments into examination. What is important here is to examine the interaction of the person and the environment with each other through mutual communication and the behavior that emerges because of the person's participation in the social group. Developmental psychology covers the process from the prenatal period to the death of the individual. There are some phases in these processes. These stages are concerned with defining and explaining different behaviors depending on the age of the person and measuring these behavioral changes with certain techniques. On the other hand, in experimental psychology, environmental conditions and stimuli that cause the causes that affect an individual's behavior are measured in detail and the person aims to find out how and to what extent they affect this behavior.

The basic principle of this field is dealing with issues such as finding and understanding the cause of behavior. Mental concepts are studied in a wide range. He is interested in preserving it and using it when appropriate. In industrial and organizational psychology, on the other hand, it is concerned with the education of working individuals, the improvement of working conditions and the effects of group psychology on individuals. It is the behavior of individuals in the business environment. For example, it covers working areas such as personnel psychology, organizational behavior styles, and vocational counseling. In cultural psychology, on the other hand, anthropologists, sociologists or social scientists are concerned with the problem of how studies such as traditions, customs and worldview in which cultural psychology lives affect psychological processes.

1.2. Schools of Thought in Psychology

The psychology has also been influenced by other sciences and has been under the influence of some thinkers, so it has led to the emergence of various schools of thought. The first of these schools is structuralism. In the structuralist school, the aim is to determine the main units of the individual's thought and to create meaningful wholes from different sensory and emotional stimuli for this determination.

The functionalism, on the other hand, it is emphasized that there are no such thing as pure emotions free from interpersonal relations. Our thoughts form different bonds by constantly reviewing our experiences, questioning them, and going back and forth during this process. In this case, he argues that the person's perception of consciousness, emotions and feelings are integrated with each other and that there is a common relationship between all of them.

In psychodynamic psychology, it is claimed that dreams give clues based on unconscious desires and unresolvable problems and conflicts under the patients' complaints about the nervous system. Most of the patients express their discomfort in this way, psychologically rather than physiologically. In behaviorism, it is difficult to define the human mind and soul, to determine the criteria suitable for this definition, and to measure them with different techniques, but it has been argued that this cannot be the subject of academic research.

It can be a visible, measurable form of behavior. Consciousness cannot be seen, touched or felt by the five senses. Therefore, it cannot be the subject of science. According to the behaviorist approach, according to the thinkers, the person observes the behavior and the results of the people around him, and because of the behaviors he observes, he cannot take the positive ones as a model and display the negative ones as behaviors, that is, this model is learning through observation. According to Gestalt psychology, there are certain principles for the functioning of the brain of the person and this shows a parallelism based on holism, that is, it is a school that suggests that the person can regulate himself. In Gestalt psychology, late-hour psychology has a prominent place on psychology in different areas such as learning, personality, and social psychology and motivation of the person required by contemporary life, and psychology examines it.

The existential and humanistic psychology focuses on the meaninglessness of contemporary life here and alienation. It is a school that claims that emotions cause insensitivity towards other people or certain psychological problems.

1.3. Methods of Psychology

The purpose of psychology methods is to examine the behavior of the person with academic and scientific techniques and methods, while psychologists are trying to comprehend people's feelings, thoughts and behaviors, they are actually aware of each person's own limitations and capabilities. That's why so many research methods are used. When we look at research methods, it should generally be regular. It should be based on certain data. It must be

objective. Analytical, that is, by breaking it down, must distinguish the basic components underlying each behavior. Cause and effect relationship is in the foreground and should be repeatable. In descriptive and descriptive methods, the researcher's descriptive relationship with a behavior, event or situation aims to review the assumptions and to determine the features accompanying these phenomena based on the first observations. Research uses the screening method, natural observation, interview and case study.

1.4. Persuasion and Attitude

The concept of attitude is processed at all levels of social effort, and one's attitudes can affect other people's perceptions, thoughts and behaviors positively or negatively. When we look at the attitudes between people, how people try to get to know each other is an especially important concept in understanding how they react to each other. Because the concept of attitude is generally expressed as the tendency of the opposite that the individual has any phenomenon or object in his environment.

There are basic elements that make up the attitude, these basic elements can be formed or changed over time with experience and knowledge. When we process the cognitive element, which is one of the basic elements that make up the attitude, it is an important factor that includes the knowledge, experience, and thought that the individual has in the face of any situation, and the cognitive element is related to the functioning of the person in terms of thought, as well as its systematization and grouping in the mental functioning. When we look at the emotional object, the fact that the person has knowledge about his/her environment is more important than the classification of his/her feelings and experiences, it is at the forefront to associate their classification with positive or negative events and desired or undesirable reasons. When we look at the behavioral element, three elements of a person's attitude are in the cognitive field, in the emotional field or in the behavioral field, and all the behaviors that can be observed against the attitude object constitute the basic element of the behavior.

1.5 Persuasion and Social Impact

It is an effort to understand and explain how one's feelings, thoughts and behaviors are affected by others because of reflecting a real or imaginary situation. That's why in research on social impact there is basic research from social psychologists that examines it. The subject is how the person is affected by the social environment in which he lives. In social norms, this effect is covered as cultural norms, group norms and social roles. There are also components of social impact.

We can say that social norms are unwritten social rules. In cultural norms, on the other hand, we can define all interpersonal relations consisting of customs, traditions and values formed by certain groups of individuals, which means caring and raising. In group norms, groups are groups of more than one member, a collective consciousness among them, the consciousness of acting together and an effective interaction community that is given by being

together. Here, behavioral sciences examine several social effects on behavior and general approaches emerge.

1.6. Persuasion, Obedience, and Obedience

The concept of sleep has a lot of value judgments. Adaptation, the fact that a living thing integrates all the methods it believes in to survive, includes changes in attitudes and behaviors that are much more hidden and permanent. Harmony is an appropriate method to maintain its existence. Connecting to them with customs and traditions is the method adopted by many individuals. In these systems, the behavior of the person is defined as the behavior that is suitable for the benefit of the society in which he / she is or deviated. In the concept of acceptance, it is a change in behavior upon a clearly stated request from a person or group.

There are many techniques used to make one's wishes come true. One of them is not stepping on the threshold, or the main works, which are called first small and then big request boats. People consider it small. Once you are satisfied with a desire, when you step in front of them, they may then make a greater request. Since it has already accepted the small request, the probability of accepting a large subsequent request is extremely high.

The obedience is the situation in which an individual changes his behavior especially on orders from the existing authority. It is a response to a clearly given message in obedience, such as acceptance, and here it is the way in which people, who are usually under their command, such as professors, principals, parents, obey the commands given by this enforcement power and authority.

2. Persuasion

The persuasion is perceived as adopting, approving an idea or a study, or removing these feelings and thoughts. It includes the desire to learn other things or the process of reaching a common solution. Persuasion aims to influence the attitudes and behaviors of the individual or individuals. Today, it is one of the oppressive and ineffective methods. But in modern societies this is called persuasion. To persuade is to persuade someone to agree to do something about anything. There are 3 types of persuasion.

The first is response shaping. Here, for example, it can be qualified to embody the reaction of a family's child to the escalator. Because he shouldn't be afraid, he can explain the ladder to him like a game. Thus, the child facilitates the occurrence and continuation of a behavior that resists developing a positive view of the ladder. In reinforcing the reaction, it aims to ensure the continuity of the thought or behavior that resists the existing change and the continuation of this behavior.

It is the manifestation of persuasion, sometimes as a momentary effort, in response shaping. The behavior that resists change in reinforcing the response or the behavior that needs

to be maintained is directly proportional to the continuity of the attitude. In reaction change, it includes the change of thoughts and behaviors in the person. Response change often involves a long-term process. People are exposed to 3 types of persuasion in reaction formation, reaction reinforcement and reaction change.

2.1. Persuasive and Persuasive Communication

It includes the process of reaching a common result by learning something from others by persuading the other party to approve a presented idea or an opinion for the adoption of a subject and to move away from different opinions and thoughts. Persuasion can be defined as the act of influencing the attitudes and behaviors of other individuals or individuals.

Today, these are exceedingly difficult and useless methods with pressure. In modern societies, instead, persuasion has emerged. Persuasion is trying to convince the other party about something from information. The effort to persuade is not about deceiving others. The goal here is control. Subjects such as public relations, advertising work, propaganda work are the areas where the advantages of having a persuasive communication are used a lot. While persuasion is an especially important concept, manipulation is a situation where information is exchanged by adding or subtracting. In manipulation, it is aimed to change the behavior of the other person, regardless of what happens.

It is entered into a time that will provide profit for both parties. But there is an especially significant difference between persuasion and manipulation. While manipulation aims to change one's hold and behavior no matter what, persuasion focuses on a process in which both parties will agree on the existing thought and both sides will gain. There are also power-type persuasion studies in persuasion studies.

2.2. Elements of Persuasion

The elements of Persuasion mainly include the preparation process and the planning process. It is something we rarely see, although we are face-to-face in studies that require persuasiveness in our daily lives. There are 5 basic steps to persuasion. The first is to gain attention. Gaining attention, listening to the other person's opinion always wins us the other person. The second is understanding. For an individual to be convinced, he must first understand what, why, why and for what purpose he should do. The current situation should be clearly stated. This situation becomes easier to understand when used with examples that can be visualized in one's eyes. The third is persuasion. Believing is the process of psychological confirmation of what the other person says. In this process, it should be persuasive, and the available evidence should be presented to the other party. Evidence is invaluable.

The evidence should consist of testable information. For example, if we are working in the insurance sector and trying to convince the customer, we can easily convince the other party

about insurance when we say that the health insurance covers the hospital costs. In the fourth, there is the action of repeating at intervals. In this process, there are research aimed at ensuring that the other person listens to the message we give to the other person or does not listen to them, to be remembered by the other person. Repetitive situations or information call us to remember that situation better in our minds. The fifth one is to make a request for the action to take place, it should be interesting, it should be clear, it should be dependable, and we should have provided easy-to-remember information. It is our failure to manage properly.

2.3. Processes of Persuasive Communication

2.3.1. Coding-Decoding

The idea that the information is in the form of a message is called coding. While coding expresses the behavior based on the existence of the message, decoding tries to define the behavior of the messages being understandable. There is a harmony between coding and decoding. It depends on the framework of the relationship between the source and the receiver. This is called a frame of reference. The frame of reference causes the receiver and the source to give the same meaning to the message. Common language consists of life and experiences.

2.3.2. Feedback

The feedback is the response of the receiver to the message sent to him or to the current situation. Feedback is divided into two as positive or negative according to the message. Feedback showing that a behavior is progressing, supporting, reinforcing, is called positive feedback. It is negative feedback that acts as a corrective in cases where the source of the message does not reach as intended.

2.3.3. Noisy

The everything that negatively affects the correct perception of the message from the source by the receiver is defined as noise. The factors affecting the noise are divided into three as the factors originating from the source, the factors originating from the receiver and the factors originating from the channel. It is divided into three depending on the noise sources. Physical noise is classified as neurophysiological noise and psychological noise. Noise is a negative element that disrupts the communication process.

2.3.4. Forward Notification

Messages that inform the other party about the message sent before the forward notification are called forward notifications. There are some functions of forward notification

in the persuasion process in communication. Opening a communication channel is like providing a preview of the message, denying it, notifying the change.

2.4 Essential Elements of Persuasive Speech

The persuasive speech, verbal communication is divided into two as language and beyond language. While we are concerned with the quality of the voice in translingual communication, when we evaluate it based on activity in verbal communication, the voice has an immense importance. Sound reflects the person's attitude, emotion and thought to the other side like a mirror. There are main elements in audio narration. For example, volume can be used effectively to emphasize the idea of having a loud voice. However, unnecessarily raising the volume negatively affects the message and can make the listener angry. Another is the pitch. This is used by effective speakers to strengthen the meaning and give the words a dynamism. In terms of speed, the speaker must be aware of the speed of speaking the words and keep it under control. No matter how complex the subject is, the speed of speech should be reduced.

Quality, on the other hand, describes the originality of one's own voice. How it affects emotional and physical situations is important. The quality here is intonation and pronunciation. While intonation describes the structure of our voice during speaking, pronunciation is the dance of the voice with the words. In style, the most attractive style is the one realized in the mood of conversation. By listening to the other party instead of talking by heart, giving each person the feeling of having a private conversation with him makes it easier to persuade the other party. Listening is as important as persuasion.

Talking is just as important as listening is in effective communication. There are two types of listening. Active listening and passive listening. Active listening includes attentive, reticent, inactive, silence, and little response. In passive listening, the person pretends to listen to the other person but only hears them. body language, on the other hand, created the first impression when the speaker met the person in front of him, and the best strategy is to walk confidently with confident steps, organize notes quickly, make eye contact with the audience and take a deep breath before starting to speak. The system here, we put ourselves at a certain level and think that it is a part of many systems, but the level we see ourselves can vary from system to system.

2.5. Basic Principles of Persuasive Speaking

The persuasive speech, it must be done constructively, not destructively, to be a good speech. It is one of the most important tools in influencing people. It should not be in the form of leading him in the wrong direction. It should cover interesting and valuable topics. Because the topic of the speech should be interesting both for ourselves and for the listener. Care should be taken to ensure that there is a close relationship between the speaker's personal qualities and the speech. The purpose here is the effect of the speaker on the listener.

The factors affecting the speech, it consists of four solution factors: the subject, the listening environment and the speaker. We choose our speaking method according to the evaluations of our speaking elements. It is necessary to prevent the other person's interest and attention from being distracted, no matter what the subject is without speaking. No matter what topic we choose, it enables us to acquire tools and tools that we can talk about in a natural way that we can express ourselves comfortably on that topic. In addition to having an effective tone in persuasive and effective speeches, there should be support activities with hand and facial movements. It should be a living language. Because the basic tool of communication is words, we can easily reach our goal with a speech based on solid information and evidence in a moving style, with conversations on interesting topics that will attract the attention of the person in front of us and make us more constructive.

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3. How effective does learning persuasion techniques make for interpersonal communication?

If we are the owner of that business in face-to-face meetings with customers or in phone calls, changing them according to the point of view we want by using a win-win strategy that will help them provides the effect sought by the persuasion technique. Persuasion techniques make us stronger and more effective communicators in our daily lives. For example, let's say we are a collection agent. We must use persuasion to gain their trust and reach the agreement we want to make with them. If our goal is on this path, the key to success is persuasion. When

we think about it, how we can convince the customer, how we can reach an agreement with the other party, how we can be successful in the face of targets, is only possible with an audience that listens to us well.

One of the most practical persuasion techniques is to attract the attention of our relatives, bosses, customers and friends. If we want to attract the attention of our relatives, we can review a few techniques. The art of rhetoric, rhetorical art is one of the most powerful ways of persuading the people around us in interpersonal communication. Interrogative sentences are used here. It's not like a question and answer. There is an acknowledgment of personal expertise. For example, "I understand very well that you want to get rid of this situation as soon as possible, don't you?" A sentence like this attracts the attention of the person in front of us and listens to us more carefully. The crucial point here is that we force the other person to think based on the pattern we have used in communication.

Open-ended questions lead the other person to think about problem solving and to understand that there are diverse ways. Another is past experiences. When we communicate with the person in front of us, we share our past experiences or how we produce solutions when we encounter similar problems. It is an immensely powerful method of persuasion. It attracts the attention of the other person. We give him the feeling that we can help him. Since this will convey that it will be enough for us to share enough to explain what our purpose is, we should return to the agenda immediately. It should be believable and sincere. It should be positive. That reliability should be felt in the tone of voice. Exaggerated and fancy words should be avoided, and inaccurate information should never be shared.

The rule of trinity, one of the methods of persuasion, is also of immense importance. It has been observed that a person's mind understands better when he repeats any information three times. To increase permanence in the mind, we can rest the subject from time to time during the interview. For example, there is a file shutdown state.

We can convince the other party by using this term between certain sentences during the interview. It is thought that preparing an interview summary will be effective by using all opportunities for persuasion. All information and opportunities should not be shared immediately during the interview. It is important to share it piece by piece in a way that will benefit the other person. The first opening sentence to the dialogue should always start from you, then the other person should be the one to tell him. Therefore, a summary must be prepared, and a design must be made in mind. In this way, it will make it easier for the other party to follow what we say and understand it better.

The Appealing to emotions is also especially important. Because we need to be able to understand the current feeling of the person in front of us. When we try to make a connection when we try to convey something to him, there is a need to connect to the conversation so that interaction can occur. If the negotiations appeal to the emotion, convincing the other party will be largely successful. Therefore, speaking persuasively requires effort and attention. It is necessary to work with a discipline, to progress with determination, to read a lot of books, to watch a lot of videos, to adapt it to current life and to receive training on the subject.

For example, it should be shown that the demand for the other party is high. An example like this situation is the repeated "Operators are waiting" message on the phone lines has a negative effect on the user, while the saying "Call again if the line is busy" creates the perception that there are other people trying to get the same service from the other party, and the demand for the service. increases. Herd psychology must be personalized. For example, since the towels in the bathroom in a hotel are encouraged to be recycled, many towels that were previously in the room have the phrase "They became environmentally friendly by recycling" and sharing this article in the rooms increases the contribution of people to recycling by 33%.

The presence of advertisements that support a negative behavior triggers that behavior. For example, two different warnings have been studied on not playing the parts in the park. In one warning, it was shared that too many pieces were stolen during the year, while in the other, visitors were asked not to even change the location of the pieces. While it was felt that the act of theft was widespread in the first warning, the rate of theft increased many times over.

Positioning relative to the mean should be avoided. In a scientific finding in California, electricity usage in an area was observed on a weekly basis. According to the results of the research, a thank you note was sent to people who were conservative in the use of electricity. A warning note has also been sent to people who use more than normal. As a result, it has been observed that people who use electricity above the average have reduced their use of electricity, while people who use electricity below the average increase their electricity consumption. Thus, it has been a study that inadvertently increases the overall electricity use. It creates a class perception below the average for people who are frugal in energy use. With a smiley face they are directed to ask them to continue what they have done.

The Persuasion should not offer too many options. Having too many talents causes the other party to make decisions, to tire the mind of that person and to reduce the possibility of making a choice. For example, a company preparing programs on retirement offered two separate retirement programs to its employees. In this case, while 75% of the individuals were enrolled in a program, the rate decreased to 60% when the programs were diversified. Products should not be given as a promotion in persuasion studies. Because, in a study conducted to measure the attractiveness of the product, a group of people was given a bracelet photo, while a different group was given a bottle of cold drink. Wristbands became less attractive to groups, while cold drinks became more attractive. This caused a 35% decline in potential buyers.

A service that is too expensive in persuasion makes the old one more attractive. For example, when a company named William Sonoma introduced an extremely attractive new product with unique features and a high price to the market, sales of this company's old products greatly increased. Because although the product is seen as the best in its field, the user has begun to see the price of the old product with lesser qualities more reasonable, and by choosing this, the outdated version has become more attractive. The use of handwriting in persuasion works is also of immense importance. For example, 3 different questionnaires were distributed in a holding. In the first questionnaire, a handwritten note was added, and they were asked to answer this questionnaire. The second group was asked to answer in handwriting. 3 groups were asked to mark on an existing string. While the response rate in the first group was 75%, this

rate decreased to 36% until the third group. It is clear from this that a handwritten survey note is more important than a computer-written study. This situation reflects the perception that a personal effort is made.

The persuasion studies, mints are a crucial factor, for example, in a study examining tip rates in restaurants, it increases the customer's tipping, based on the waiter's offering of mints to the customer. While the value of the good done in persuasion works increases over time in the eyes of the person in front of us, it loses its importance in the eyes of the person who benefits from it. For example, in a study conducted with an employee in a

Another important aspect in persuasion studies is to increase participation through classification. For example, it has been observed that speaking to a group of people before the elections, asking questions about their voting habits and determining the participation rate in line with the answers given by the group. Individuals were evaluated politically, either actively or passively, thus obtaining preliminary information about the participation rate. Asked individuals to do little favors to each other, and then these favors were evaluated. A few days later, the employees were reminded of these favors and when they were asked to reevaluate, the value of the charitable deeds increased in the eyes of the people who did the favor, while the value of the favor decreased in the eyes of the recipients.

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4. Conclusion and Recommendations

It is speech that provides communication between a person or society. Speech significantly affects social life. It is seen as one of the factors that determine the success of the individual in life (Kurudayıoğlu, 2003). Parents and students who develop these skills by receiving training in persuasive speaking will be people who can establish this success in the future, have effective communication skills and have developed critical thinking skills. The curriculum along with the pre-school education courses also supports this view:

The program: It is stated that the rapid change in today's science and technology, the changing needs of the individual and society, the innovations and developments in learning and teaching theories and approaches directly affect the roles expected from individuals. This change can be used to derive knowledge and actively use this knowledge in daily life, develop critical thinking skills, think critically, be entrepreneurial, determined, have communication skills, empathize, contribute greatly to society and culture, etc. It is said to describe an individual with qualities. (MEB, 2019:3) Thus, providing individuals with persuasive speaking training will enable them to prepare for the future with more self-confidence and lay the groundwork for them to be more successful individuals in social life.

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