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## **Public Relations: A Rhetoric Approach**

**Abstract:** The present paper tries to put a light on PR from the rhetoric of discourse. Seen as a discursive activity, Public Relations could be better understood and practiced through the lens and with the help of rhetoric. The three ways in persuading an audience – Ethos, Logos, Pathos – are discussed as they are present in PR.

**Keywords:** PR, discursive activity, discourse, rhetoric.