



The Art of Persuasion

Strike a balance in your speech among the following elements:

Logos: Logic and Reasoning

- Use qualitative and quantitative evidence to support your points – the more qualified the better.
- Keep arguments structured so that they are easily followed.
- Don't expect the audience to agree with you – be sure to address counter-arguments to your position.

Ethos: Credibility in Relation to the Audience

- Relate the topic's significance or impact on the audience – give them a reason they should care.
- Demonstrate your own credibility – tell what you can meaningfully contribute to a discussion on this topic or why it matters to you.
- Think about your delivery – eye contact, gestures, poise, volume, and visual aids all influence the audience's perception of you as the speaker.

Pathos: Emotional Connection with the Audience

- Use emphasis during your presentation.
- Think about the context – strike an appropriate tone for the rhetorical situation which depends on the topic and formality of the situation.

Example: pull on heartstrings when talking about poverty or be somber when discussing cancer