**UMW Speaking Center Presents**



The Art of Persuasion

Strike a balance in your speech among the following elements:

Logos: Logic and reasoning

Use evidence to support your points – qualitative and quantitative – the more qualified the better.

Keep arguments structured so they are easily followed.

Don’t expect the audience to agree with you – 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