The Power of Persuasion

There are many different modes of persuasion that speakers can and will use to try to convince their audiences to see their side, buy their product, etc. They generally fall into these categories:

Ethos is an appeal to authority or honesty of the presenter. It is how well the presenter convinces the audience that he or she is qualified to present (speak) on the particular subject. It can be done in many ways:

- By being a *notable figure* in the field in question, such as a college professor or an executive of a company whose business is that of the subject.
- By having a *vested interest* in a matter, such as the person being related to the subject in question.
- By using impressive *logos* that shows to the audience that the speaker is knowledgeable on the topic.
- By appealing to a person's ethics or *character*.

  Key terms relating to ethos: celebrity endorsements, repetition, plain folk (they're just like you!)

Pathos is an appeal to the audience's emotions. It can be in the form a metaphor, simile, a passionate delivery, or even a simple claim that a matter is unjust. Pathos can be particularly powerful if used well, but most speeches do not solely rely on pathos. *Pathos is most effective when the author or speaker demonstrates agreement with an underlying value of the reader or listener*.

  Key terms relating to pathos: Act NOW!, Jump on the bandwagon, appeal to fear, creating a need, sex appeal, snob appeal (you'll be better, more beautiful, wealthier, etc., if you buy the product)

Logos is *logical appeal or the simulation of it*, and the term *logic* is derived from it. It is normally used to describe facts and figures that support the speaker's topic. Having a *logos* appeal also enhances *ethos* because information makes the speaker look knowledgeable and prepared to his or her audience.

  Key terms relating to logos: loaded words and glittering generalities (ie: all natural, new and improved, etc.)