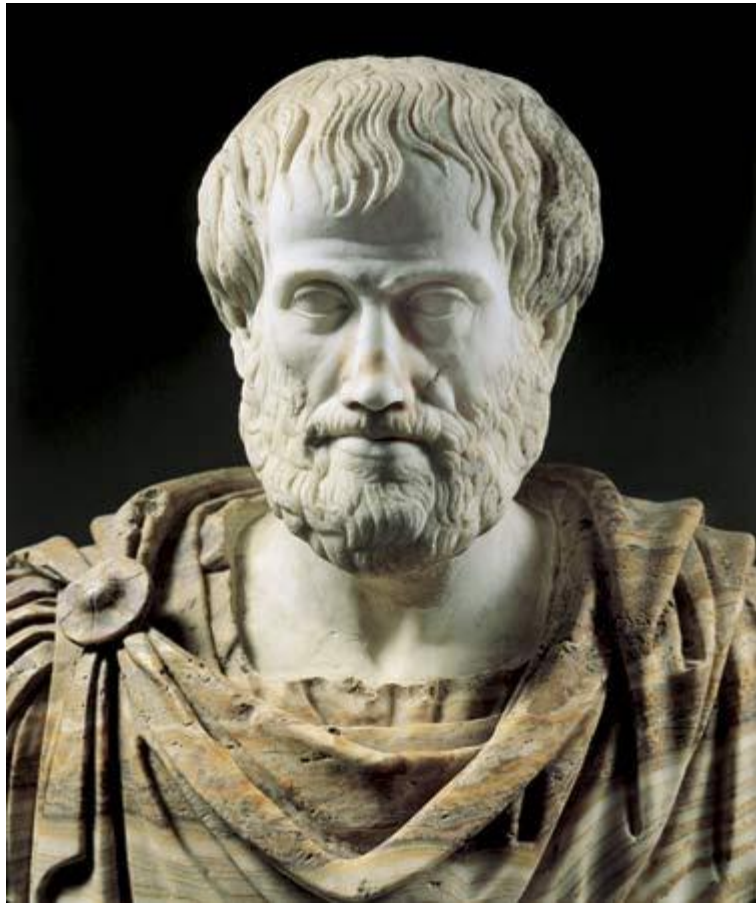


# Modes of Persuasion

Mgr. Antonín Zita, M.A.

# Modes of persuasion



- also rhetorical appeals, rhetorical strategies
- Aristotle (384-322 BC)
- Three modes of persuasion
  - Speaker's personal character
  - Emotions
  - The speech itself
- Logos, pathos, ethos

# Logos

- Appeal to reason
- Relies on logic and use of inductive or deductive reasoning
- Make sure your argument makes sense and has support
- Avoid generalization, simplification, *ad hominem* and *ad populum* attacks
  - *Ad hominem* – attack on the character of a person rather than on his/her opinions
  - *Ad populum* – emotional appeal evoking positive and negative images rather than discussing the specific issue

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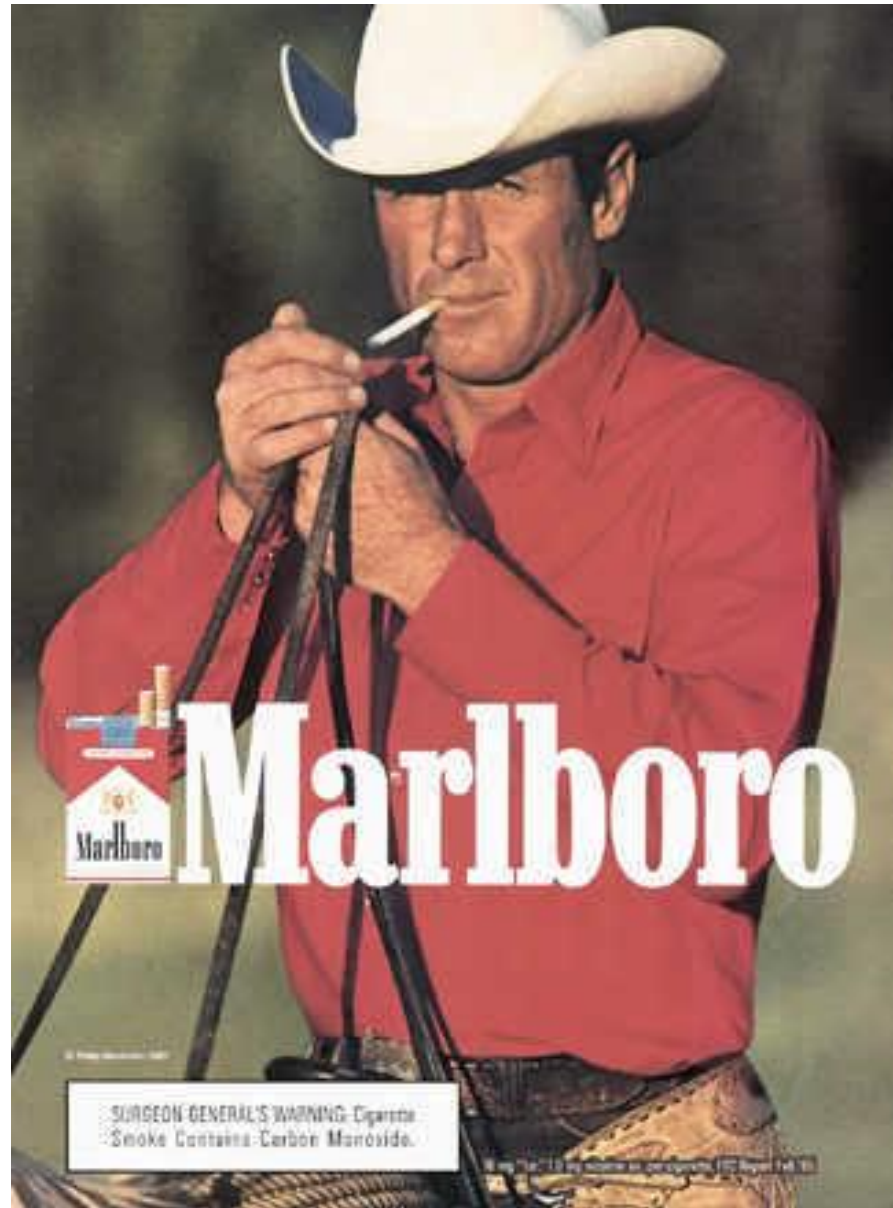
## **ACTUAL BURGER**

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- WITH CHEESE
- SLIGHTLY FLUFFED UP



# Pathos

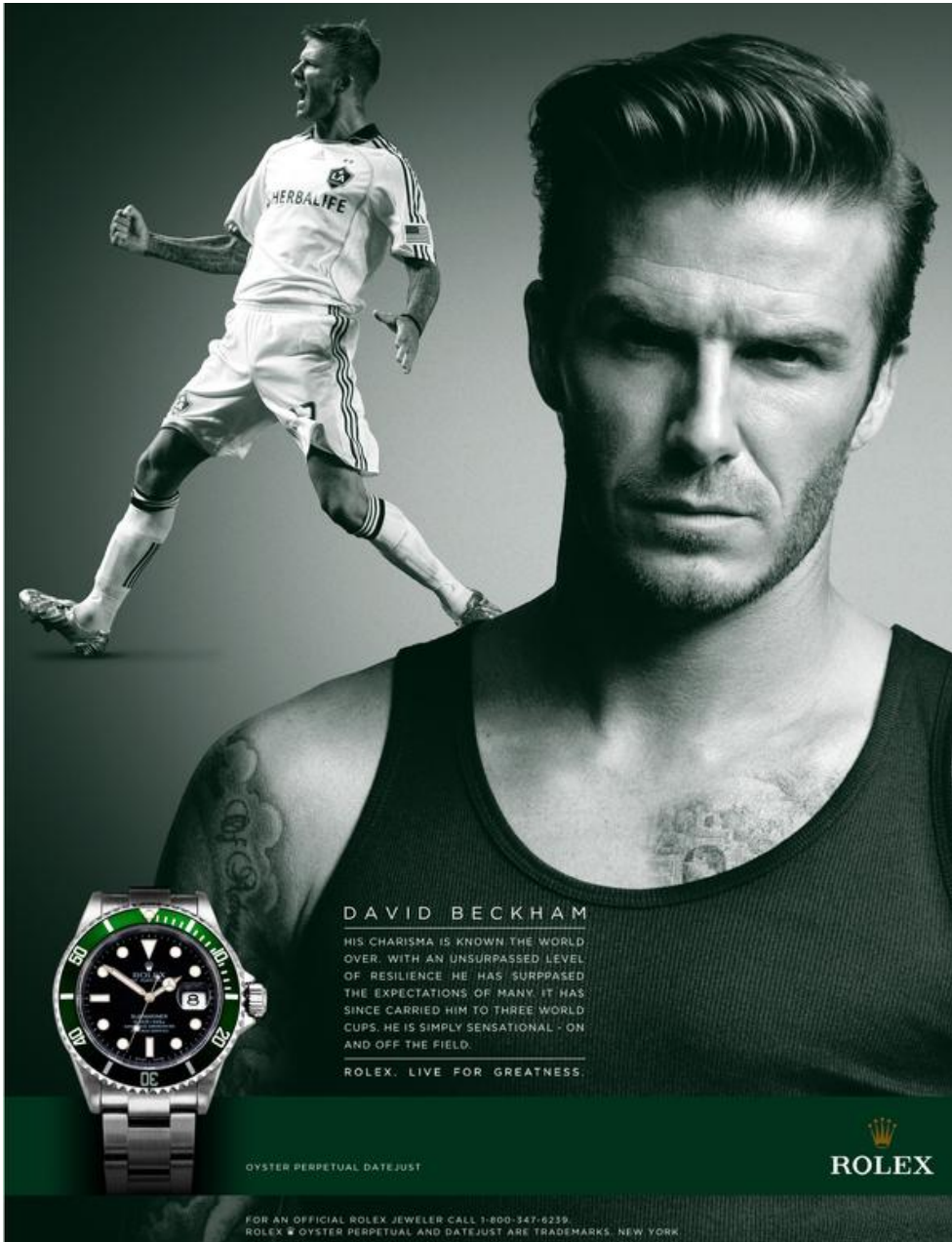
- Emotional appeal
- Focuses on audience's feelings, needs, or values
- Often leads to significant audience reaction
  
- Emotional appeal vs. irrational appeal



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# Ethos

- Ethical appeal
- Evokes the character, credibility, or trustworthiness of the author
- Be truthful – acknowledge sources, ideas, shortcomings
- Be respectful to opposing views



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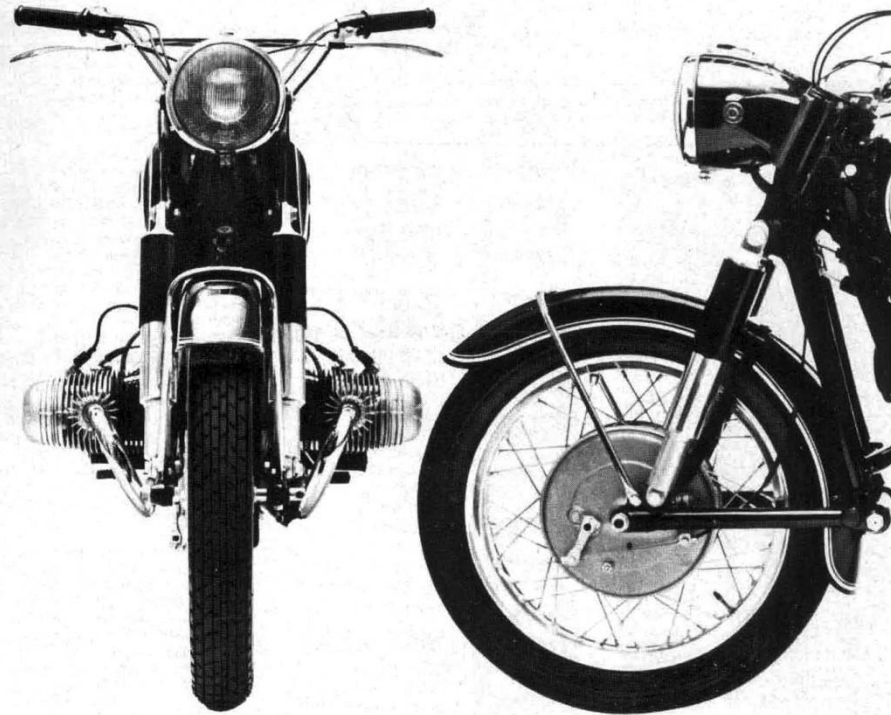


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