

The background of the slide is white and features several realistic, 3D-rendered water droplets of various sizes. Some droplets are large and prominent, while others are small and scattered. They are positioned around the central text, with some appearing to be in the foreground and others in the background, creating a sense of depth. The droplets have a metallic or glass-like sheen with highlights and shadows.

PILLARS OF PUBLIC SPEAKING

CONFERENCE SKILLS

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WHAT DO YOU THINK
ARE THE **PILLARS** OF
PUBLIC SPEAKING?



3 PILLARS:

LOGOS – ETHOS – PATHOS

WHAT DO THEY MEAN?



LOGOS – ETHOS - PATHOS





THE RHETORICAL TRIANGLE CONCEPT

CAN YOU MATCH?

ETHOS

AUDIENCE

PATHOS

MESSAGE

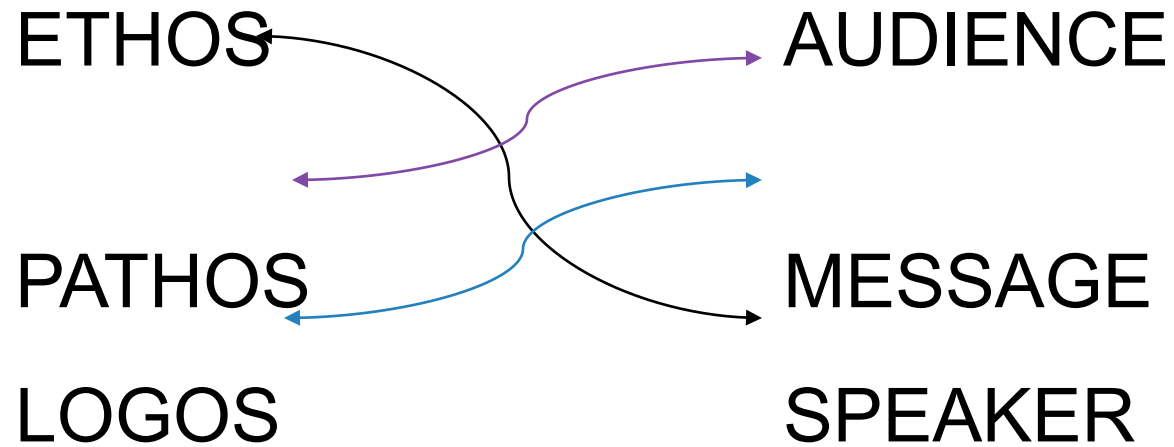
LOGOS

SPEAKER



THE RHETORICAL TRIANGLE CONCEPT

CAN YOU MATCH?



Rhetorical Triangle Concept





EXAMPLE: SALESPERSON TRYING TO SELL A CAR

“THIS CAR IS DESIGNED WITH A NEW CAMERA SYSTEM,
SMART SUSPENSION, A MULTIZONE CLIMATE SYSTEM,
AND MORE LATEST FEATURES TO MAKE YOUR DRIVE
200% BETTER THAN OTHER MODELS”





EXAMPLE: SALESPERSON TRYING TO SELL A CAR


“AS SOMEONE WHO HAS WORKED WITH CARS FOR 15
YEARS, I CAN GUARANTEE THAT THIS MODEL IS THE
MOST ECONOMICAL ONE”





EXAMPLE: SALESPERSON TRYING TO SELL A
CAR

“YOUR KIDS WILL JUST LOVE THIS NEW CAR, AND IT’S
PERFECT IN BRINGING YOUR WHOLE FAMILY ON A ROAD
TRIP TO THE BEACH”



LOGOS

“THE LOGICAL APPEAL” OF THE MES

- AUDIENCE'S INTELLIGENCE
- FACTS AND EVIDENCE
- RATIONAL ARGUMENTS



Logos



WHY IS LOGOS IMPORTANT?

LOGICAL ARGUMENTS: NOT EASILY DISMISSED





IMPROVING LOGOS


1. MAKE IT UNDERSTANDABLE
2. MAKE IT LOGICAL
3. MAKE IT REAL





IMPROVING LOGOS


1. MAKE IT UNDERSTANDABLE

- PLAIN LANGUAGE, NO JARGON/TECHNICAL TERMINOLOGY
 - SIMPLE FIGURES/CHARTS/DIAGRAMS
 - HELPFUL ANALOGIES/METAPHORS/COMPARISONS
- 



IMPROVING LOGOS


2. MAKE IT LOGICAL:

- DEDUCTIVE REASONING
 - INDUCTIVE REASONING
 - COMMONPLACES
- 



IMPROVING LOGOS

3. MAKE IT REAL:

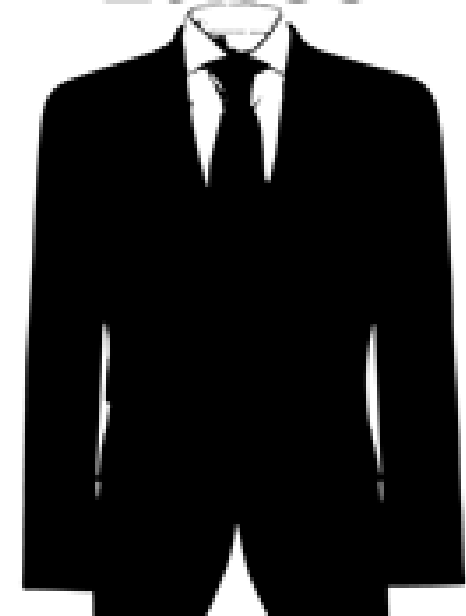
- FACTS/STATS/CASE STUDIES
 - VISUAL EVIDENCE
 - CITATIONS
- 

ETHOS

“THE ETHICAL APPEAL” OF THE PRESEN

- TRUSTWORTHINESS
- SIMILARITY/AUTHORITY
- REPUTATION/EXPERTISE


Ethos





WHY IS ETHOS IMPORTANT?

AUDIENCE WILL CONCENTRATE AND LISTEN
HIGH EXPECTATIONS – USEFUL INFORMATION
MORE LIKELY TO BE PERSUADED





IMPROVING ETHOS

1. BEFORE PRESENTING
2. DURING YOUR PRESENTATION
3. AFTER PRESENTING





IMPROVING ETHOS


1. BEFORE PRESENTING:

- BECOME AN EXPERT IN THE TOPIC
 - RESEARCH YOUR AUDIENCE
 - PROMOTE YOUR EXPERTISE/VALUES
- 



IMPROVING ETHOS


2. DURING YOUR PRESENTATION:

- TELL PERSONAL STORIES
 - REPUTABLE SOURCES
 - CONNECTION WITH AUDIENCE
- 



IMPROVING ETHOS

3. AFTER PRESENTING:

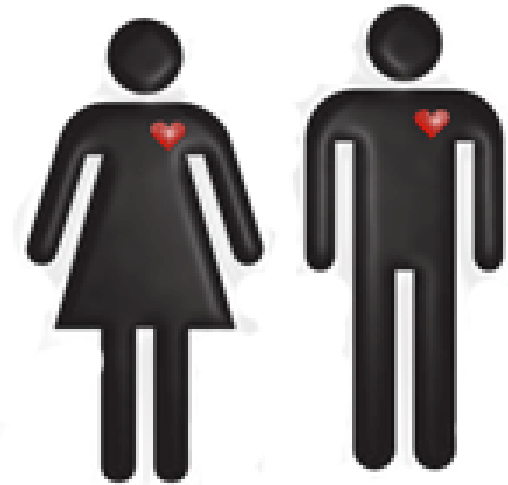
- BE AVAILABLE FOR QUESTIONS
 - STICK TO YOUR PROMISES
 - SOCIALIZE
- 

PATHOS

“THE EMOTIONAL APPEAL” TO THE AUDI

- EMOTIONS EVOKED IN AUDIENCE
- STORIES OF EMOTIONAL EVENTS
- SHARED EMOTIONAL EXPERIENCE

Pathos





WHY IS PATHOS IMPORTANT?

UNDERSTANDING YOUR POINT OF VIEW

ACCEPTING YOUR ARGUMENTS

ACTING ON YOUR REQUESTS





IMPROVING PATHOS


1. LANGUAGE
2. BODY LANGUAGE
3. OTHER TOOLS





IMPROVING PATHOS


1. LANGUAGE:

- EMOTIONALLY CHARGED WORDS
 - ANALOGIES/METAPHORS
 - STORYTELLING
- 



IMPROVING PATHOS


2. BODY LANGUAGE:

- MATCH WORDS WITH BODY LANGUAGE
 - MATCH VOICE TO WORDS
 - STAND CLOSE TO THE AUDIENCE
- 



IMPROVING PATHOS

3. OTHER TOOLS:

- HUMOUR
 - EMOTIONAL TOPICS
 - VISUAL AIDS/STORYTELLING
- 



RELATIONSHIP BETWEEN LOGOS & PATHOS

STRONG LOGOS → ETHOS

HIGH ETHOS → LOGOS

