



Aristotle's **THREE** persuasive appeals

The Greek philosopher Aristotle divided the means of persuasion, appeals, into three categories- **Ethos, Pathos, Logos**. All vital elements of a successful presentation.

ETHOS

Are you credible?

Does the audience respect you?

Does the audience believe you are of good character?

Does the audience believe you are generally trustworthy?

Does the audience believe you are an authority on the topic?

Ethos is your level of credibility as perceived by your audience.

PATHOS

Can you create emotional connections?

Do your words evoke feelings?

Do your visuals evoke emotional responses?

Emotional connection can be created in many ways by a speaker, perhaps most notably by stories. The goal of a story, anecdote, analogy and metaphor is often to link an aspect of our core message with a triggered emotional response from the audience.

LOGOS

Are you logical in your argument?

Does your message make sense?

Is your message based on facts, data and evidence?

Will your call-to-action lead to the desired outcome that you promise?

Recent studies tend to show that people buy on emotion **PATHOS** and justify with fact **LOGOS**.