

Persuasion Techniques



Aristotle's Modes of Persuasion

The Greek philosopher Aristotle introduced a concept called the three “modes of persuasion”

He coined the terms Ethos, Pathos and Logos referred to as the three modes of persuasion. They are means of persuading others to believe a certain point of view.

Aristotle's modes of persuasion should be at the heart of almost every speech. They build credibility, stir emotions, and prompt action.

Do you want to persuade people to do something? Let's take a closer look and learn how to sway the audience.

- **Article :** [Modes of Persuasion](#)
- **Video :** [The 3 Methods of Persuasion](#) – 6mins 30secs

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- Let us learn to harness this skill. Click on the links below to learn more:

- (Right click on the link and open in a new tab/window)