

# Persuasion Strategies

## Ethos

Persuading the audience through appeals to the character of the speaker or others.

### Ways to Use Ethos

- Incorporate credible experts' opinions and information with sources
- Consider and relay information about the character of sources
- Qualify your experiences with why it demonstrates valid ethos
- Use mostly 3<sup>rd</sup> person references ("he/she/it", "the organization", "the company") instead of 1<sup>st</sup> person ("I", "me")
- Find common space with opposing views while refuting elements the undercut your own view

### 3 Forms of Ethos Appeals

#### Good Sense

present yourself as a rationale and reasonable thinker

#### Good Character

present yourself as a doing the right thing when no one is looking

#### Good Will

present yourself as having the audience's best interests at heart

## Pathos

Persuading the audience by appealing to specific emotions in the audience.

### Ways to Use Pathos

- Consider the denotation and connotation of your words
  - Denotation – the dictionary definition of the word
  - Connotation – the emotional meaning or connection of a word
- \* Connotations can help you elicit a particular emotion while communicating about a topic. Different words can communicate the same topic while saying the same meaning.
- Tell stories that will make an emotional connection with the audience.

### Types of Emotional Dualities

Aristotle described the following dualities of emotions:

- anger – calm
- friendship – hatred
- fear – confidence
- shame – shameless
- kind – unkind
- pity – indignation
- envy – emulation

## Logos

Persuading the audience through appeals to rationale thought using logical sequences of arguments, fact, statistics, and other data

### Ways to Use Logos

- Include well-sequenced, varied evidence that follows one of the types of argumentation
- Provide facts from credible sources that help you make your case
- Use examples that help your audience understand more abstract or difficult points of your argument
- Describe precedents, which are how things have generally been done or understood even without a firm rule
- Avoid logical fallacies (overly general arguments, circle arguments, slippery slope)

### Types of Arguments

#### Deductive

List premises that build towards a certain conclusion. By supplying truthful premises, the truth of the conclusion is certain.

#### Inductive

The use of truthful premises indicates the strong possibility the conclusion is certain. Commonly this involves making general principles from specific observations.

#### Abductive

The collection of data informs the conclusion that best explains the data

## Kairos

Persuading the audience about the opportune time to act. Usually, you are making the argument that now or around the present is the time to act.

### Ways to Use Kairos

- Take the appropriate tone or structure for the audience you currently have
- Consider current events that you can reference to help set your point in something on people's minds
- Describe the time, place, and other setting details

### Possibilities for Arguing Timing

#### Now Is the Time

Describe how things now make action possible where it wasn't before

#### Now Is Already Late

Tell how we have missed the moment and need to do something before we miss out more or it's too late

#### The Future is Too Late

Describe how waiting for the future will make take away the opportunity entirely and cause harm