



Art of Persuasion

What is Persuasion?


- ▶ Persuasion is an attempt to influence a person's beliefs, attitudes, intentions, motivations or behaviours.
- ▶ In business domain, persuasion is a process aimed at changing a person's (or a group's) attitude or behavior toward some event, idea, object, or other person(s), by using written or spoken words to convey information, feelings, or reasoning, or a combination thereof.

How to persuade?

- ▶ Thus, in order to persuade, **the ultimate goal** is to induce the listeners to believe the claim that what you are trying to say is true.
- ▶ First, **recognize your purpose**: there is a difference between you and the audience that you'd like to resolve in a specific way. Then ask yourself:
 - ❖ Do I want to change the way my audience thinks or feels about something?
 - ❖ Or motivate them to do something?
 - ❖ Or change their thinking (and feelings) and motivate them do something?
- ▶ It is **important to understand your audience**; after all, those are the people who are going to be persuaded — or not. But how do you do it? You should know three things:
 - ❖ Who are they?
 - ❖ What do they think and feel about my purpose?
 - ❖ What do they think and feel about me?

Important Points

1. You are more likely to persuade audience members when they understand that **you believe in your goal** and that **your goal is in their best interests**.
2. You are more likely to persuade an audience when your speaking **contains good reasons and evidence** that support your speech goal.
3. You are more likely to persuade when you **organize your reasons** in a way that will be most persuasive to that audience.

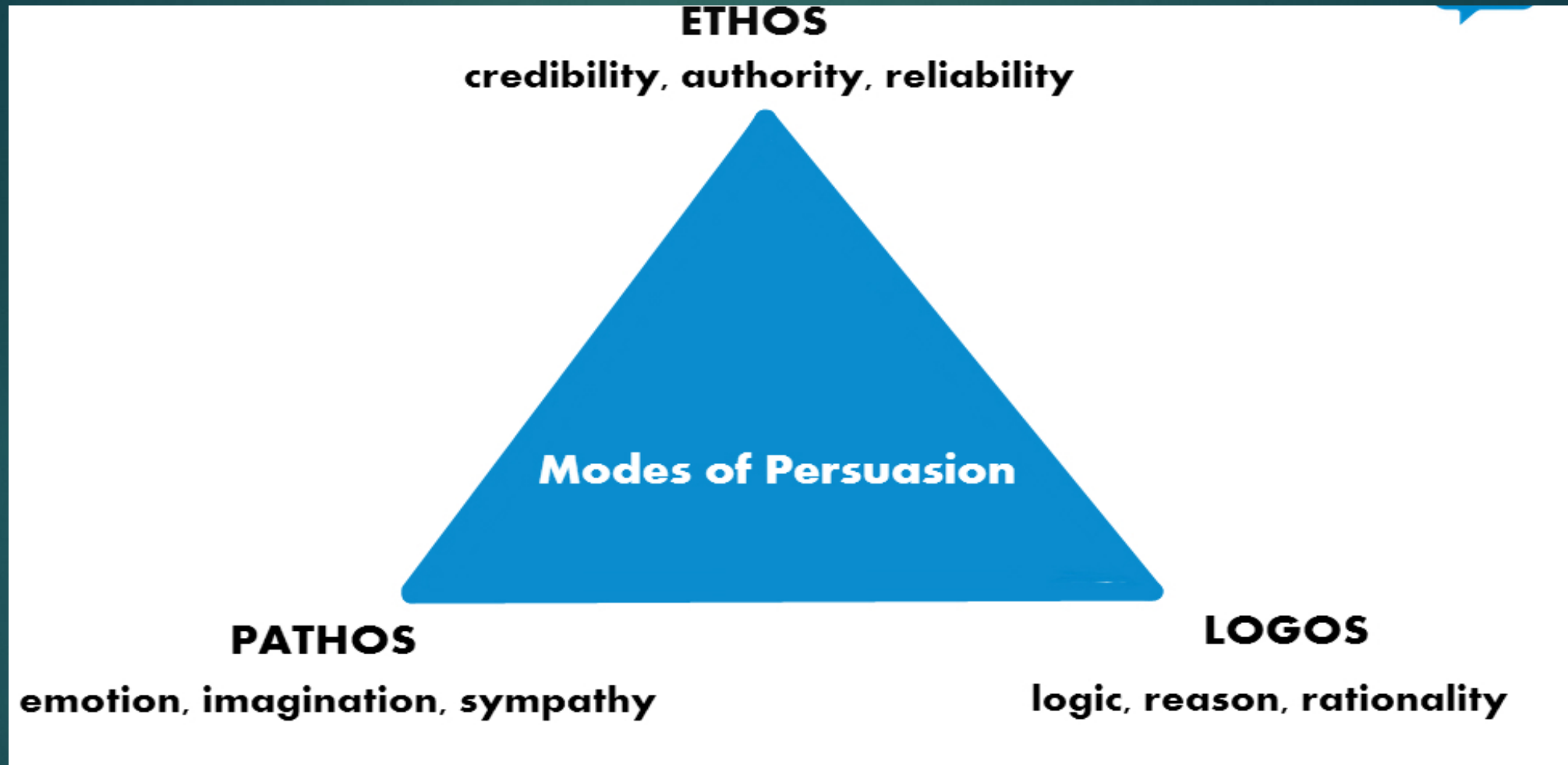


4. You are more likely to motivate your audience members when you **arouse their emotions.**

5. You are more likely to persuade your listeners when they have **faith in your credibility.**

6. You are more likely to persuade an audience if you develop an **effective oral presentation style.**

Modes of Persuasion



Modes of Persuasion

- ▶ **Ethos** is an **appeal to ethics**, and it is a means of convincing someone of the character or credibility of the persuader.
- ▶ **Pathos** is an **appeal to emotion**, and is a way of convincing an audience of an argument by creating an emotional response.
- ▶ **Logos** is an **appeal to logic**, and is a way of persuading an audience by reason.

Pathos (Passion)

Definition: The use of emotional appeal.

Examples: Heart-warming stories, personal experiences, humorous jokes, pitiful photographs, etc.



Logos (Logic)

Definition: The use of logical argument.

Examples: Statistics, facts, reasonable arguments, logical organization of information, etc.



Ethos (Ethics)

Definition: The use of credibility and trust.

Examples: Quotes from professionals, customer reviews, celebrity endorsements, personal qualifications, etc.



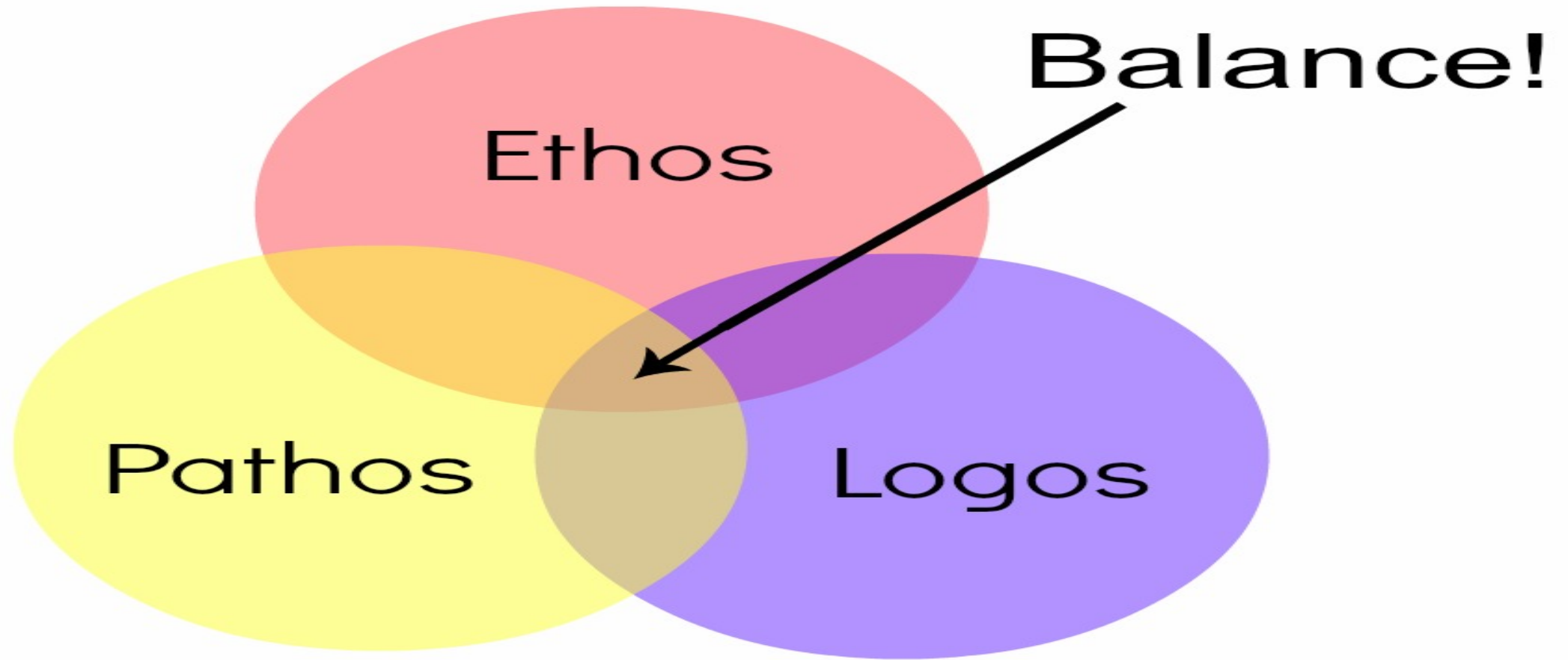
HEART



HEAD



CRED



ETHOS, PATHOS, and LOGOS

– AS YOU ANALYZE THE ADVERTISEMENTS:

- **Ethos:** Is it Ethical? Do you trust its sources?
- **Pathos:** Does it make you feel a strong emotion?
- **Logos:** Does it make you use your sense of reason? Is it logical?





Thank You