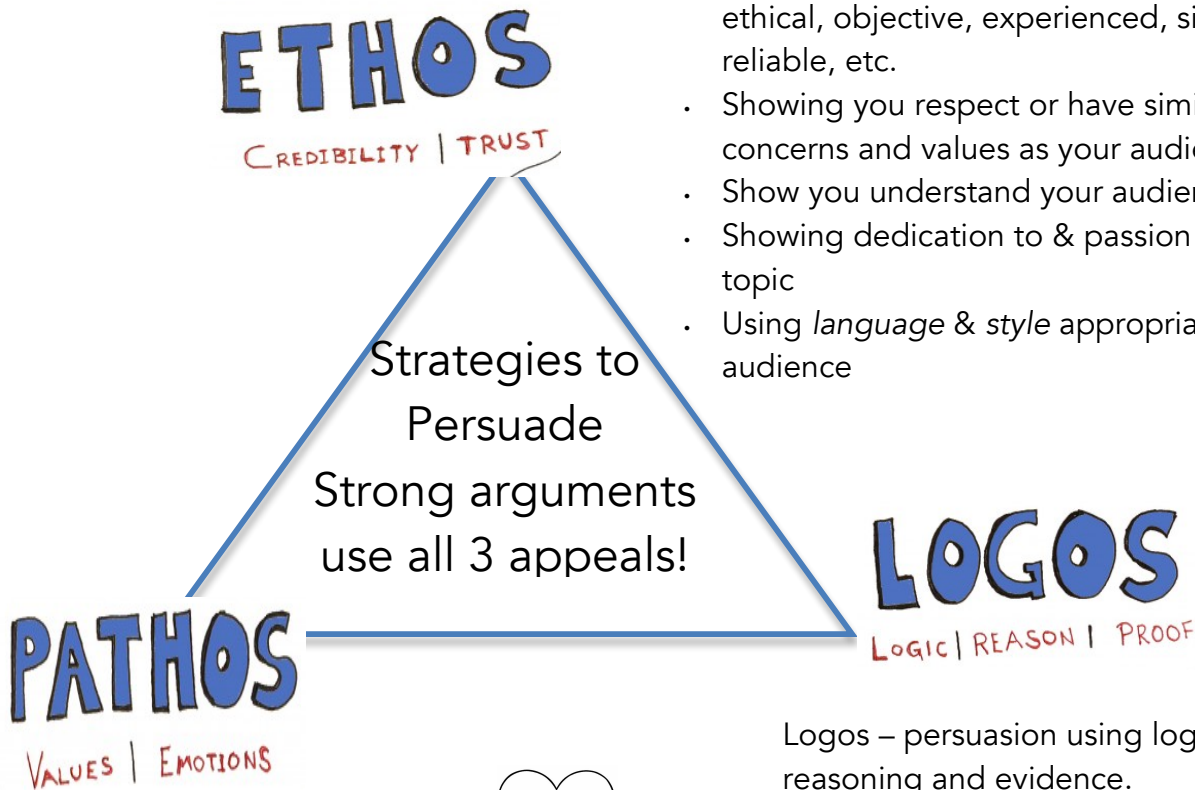


Ethos – persuasion by building trust & credibility

Strategies:

- Showing you are knowledgeable, honest, fair, ethical, objective, experienced, sincere, reliable, etc.
- Showing you respect or have similar interests, concerns and values as your audience
- Show you understand your audience's needs
- Showing dedication to & passion about your topic
- Using *language* & *style* appropriate to your audience



Pathos – persuasion by stirring an audience's emotions & desires



Strategies:

- Appeals to desires (desire to be more attractive, popular, belong, powerful, rich, etc.)
- Appeals to emotions - fear, anger, excitement, pity / pulls on heart strings

Logos – persuasion using logic, reasoning and evidence.



Strategies:

- Statistics & data
- Proven facts
- Events that have occurred in the past
- Definitions
- Comparisons to show advantages or disadvantages
- Concrete evidence
- Laws