

# PERSUASION

## LOGOS

### 1 Content

- Arguments
- Benefits
- Facts
- Figures
- Data
- Numbers
- Statistics
- Scientific research
- Processes
- Product characteristics

## ETHOS

### 2 Content

- Personal anecdotes (Why me?)
- Client testimonials
- Success stories
- Track record
- Titles

### 4 Delivery

- Eye contact
- Body language
- Vocal variety
- Poise

## PATHOS

### 3 Content

- Stories
- Positive and negative emotions like frustration, anger, love, or respect

### 5 Delivery

- Coherence (body language and voice are coherent with the specific content)

# Persuasive Devices Ethos Logos Pathos

**Yijin Wang**



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