

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

Shasha Hu



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