

Aristotle Would Be Proud

The Three “Proofs” of Persuasion

Did you know

that Lambda Pi Eta, the Communication Honor Society, received its name from Aristotle’s Proofs. The name represents the first letters in Greek of the three types of proofs that Aristotle presented in his teaching and writing in *Rhetoric: Logos* (Lambda) , *Pathos* (Pi),

“In a republican nation, whose citizens are to be led by reason and persuasion and not by force, the art of reasoning becomes of first importance”

Thomas Jefferson

ETHOS

Greek for “Character”

Ethos: Speakers need to let the audience know why they should listen to them as a speaker. Why are you the speaker credible on the topic.

SOURCE CREDIBILITY

The most important persuasion too you have in your entire arsenal is integrity. Zig Ziglar

PATHOS

Greek for Suffering or Experience

Pathos: Speakers should use emotional appeals. This can be accomplished by telling stories, showing pictures, or by relating powerful research.

EMOTIONAL APPEAL

LOGOS

Greek for “Word”

Logos: Speakers should use logical appeals. Facts, data, statistics and reasoning are all very effective ways to persuade.

LOGICAL APPEAL