



Elements of Persuasion

OR HOW TO GET PEOPLE TO
DO WHAT YOU WANT

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Persuasion

is the process by which a person's attitudes or behaviors are, without duress, influenced by communications from other people.



"The old persuasive approach is out. From now on, they put out their campfires or you bite them."

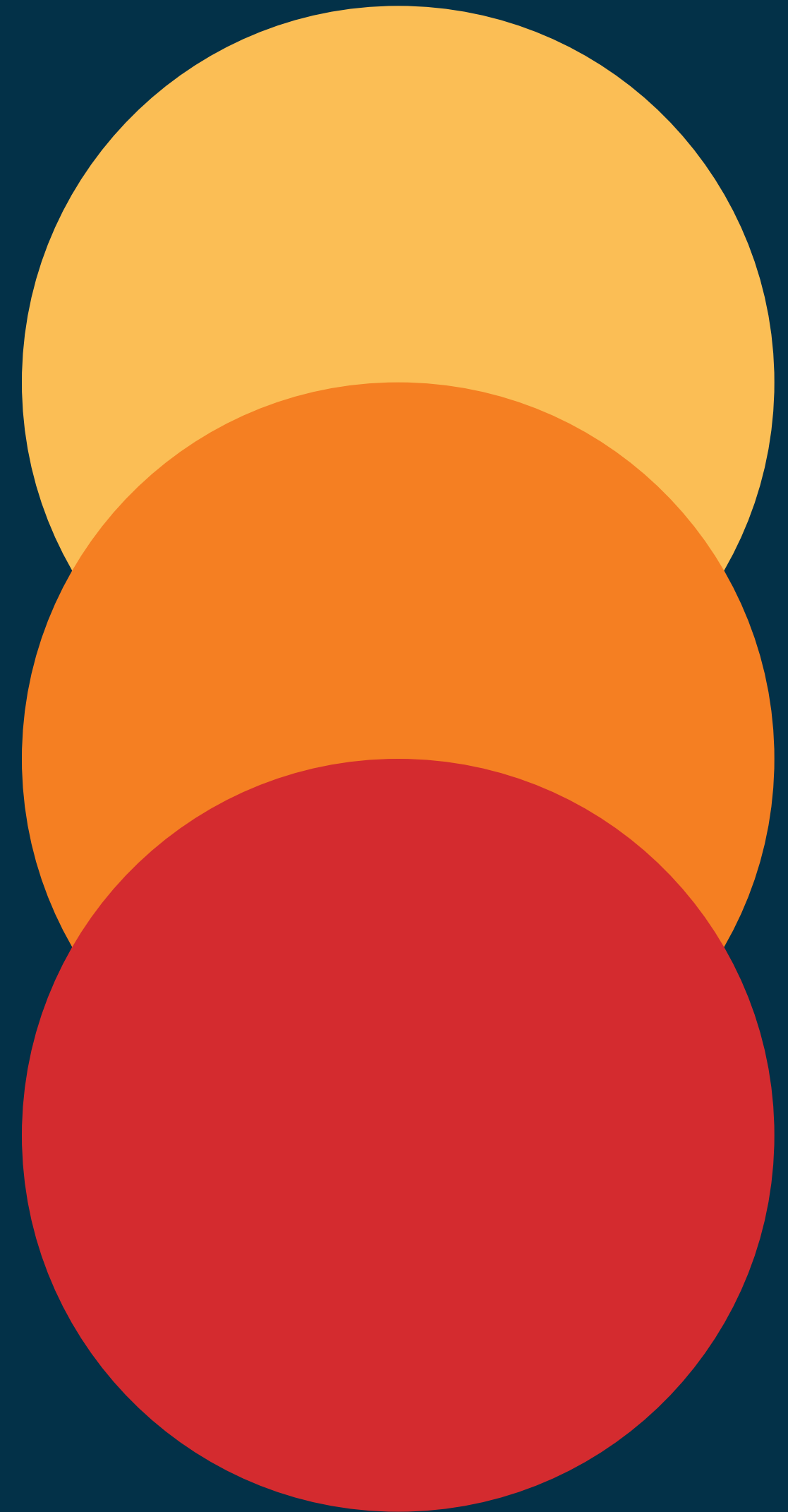
**“Persuasion is often more
effectual than force.”**

Aesop



The Rhetorical Triangle

1. Ethos - ήθος
2. Logos - λόγος
3. Pathos - πάθος





ETHOS

“character, credibility”

Ethos

is the use of references to authority, experience, character, or integrity to build credibility.





LOGOS

“word, discourse, reason”

Logos

is the use of appeals to reason, making a logical argument with evidence and support.

Pedigree

VITAMIN B2
HEALTHY SKIN & COAT PROVIDES Thermoregulation (feelin' cozy)

LINOLEIC ACID
HEALTHY SKIN & COAT PROVIDES Nutrient storage (for vitamins & stuff)

Oral Care
HEALTHY ORAL CARE PROVIDES Tartar reduction (clean chompers)

Digestion
HEALTHY IMMUNITY PROVIDES Defense support (bad guys beware)

Cu COPPER

Immunity
Self Shield Support

FIBER
ESSENTIAL OIL
VITAMIN E&C

Zn ZINC
HEALTHY SKIN & COAT PROVIDES Moisture retention (gotta stay hydrated)

HEALTHY DIGESTION PROVIDES Optimum stool quality (super poop)

BIOTIN
HEALTHY SKIN & COAT PROVIDES Environmental protection (puddle protection)

Every dog deserves leading nutrition. From wet nose to wiggly butt.

New PEDIGREE. Our best food for our best friends.



PATHOS

“suffering, experience”

Pathos

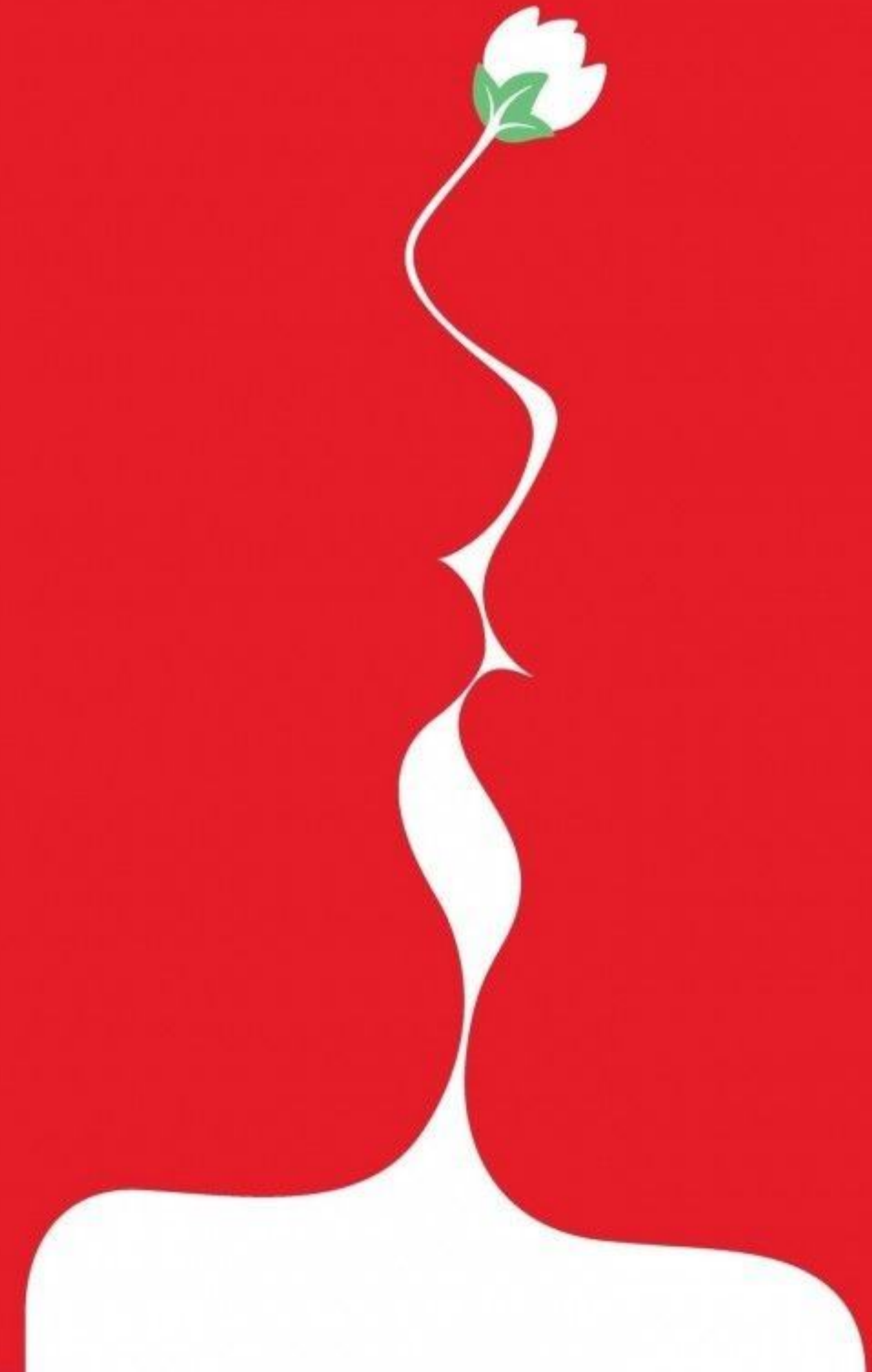
is the use of emotion to appeal to the audience's sympathies, beliefs, and values.

PLANTS
MAKE
US
HAPPY

They make us want to
smooch, neck and kiss.
**They also make
our bottles.**


plantbottle
Up to 50% made
from plants.
100% recyclable
plastic bottle.


The Coca-Cola Company © 2014





In Astronomy?

The elements of persuasion can be valuable teaching tools, from giving a colloquium talk to writing a grant proposal.

You need your audience to care, understand, and believe.



Persuasion is a powerful art.

● Each of the three elements of persuasion has a unique approach to engaging the audience.

● When all three elements are combined, the rhetor's argument is strengthened.

Thank you!

Aristotle., et al. Rhetoric. New York, Modern Library, 1984.

Heinrichs, Jay. Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion. New York, Three Rivers Press, 2007.

<https://www.amanet.org/articles/three-elements-of-persuasion/>