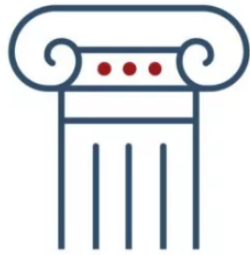


# The Three Pillars of Persuasion

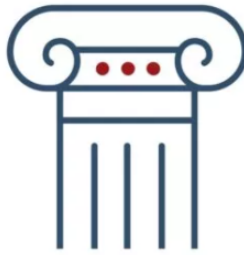
–From Aristotle’s The Art of Rhetoric, 384 BC – 322 BC

## Logos



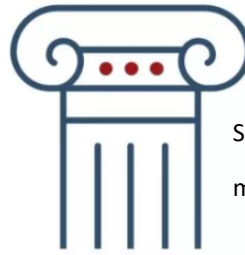
**Logic:** coherence, structure, facts, data, statistics, test results, research, graphs

## Ethos



**Credibility:** reputation, authority, expertise, trustworthiness, stage presence, confidence

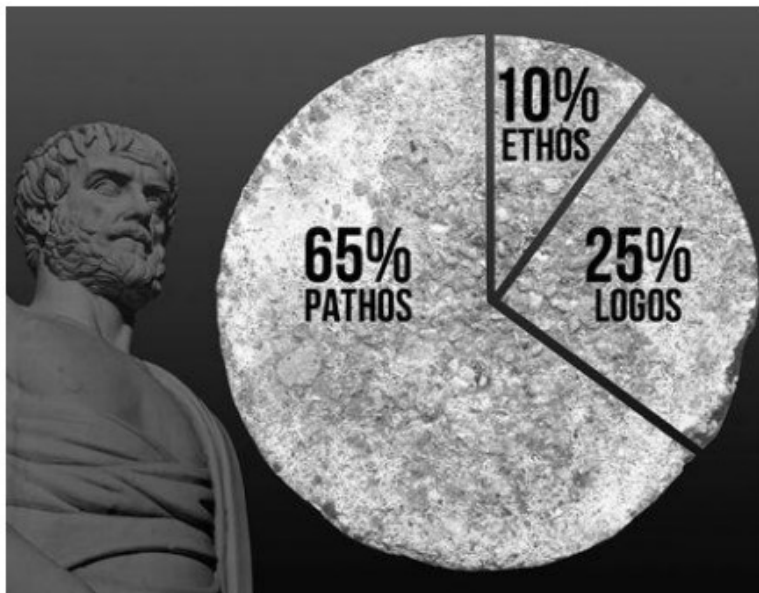
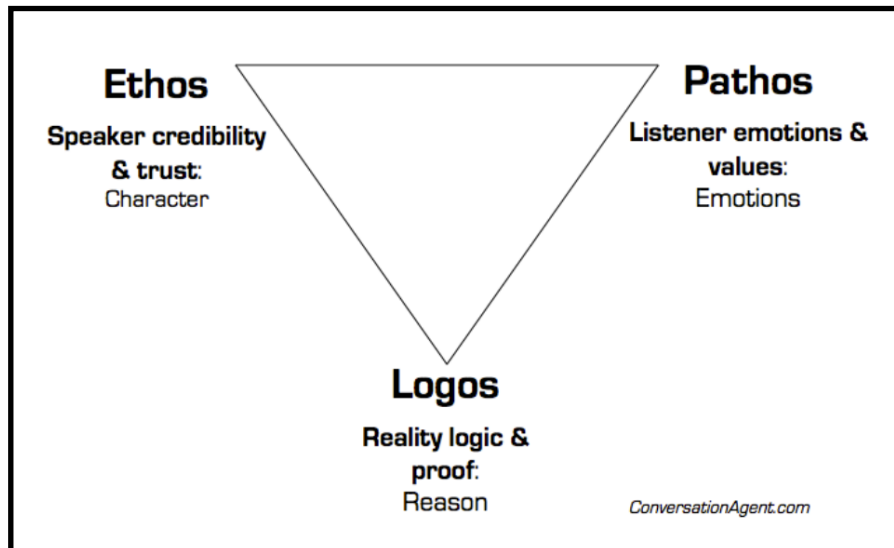
## Pathos



**Emotion:** humour, vulnerability, metaphor, surprise, images, storytelling

Source:

mannerofspeaking.org



Analysis of the 2012 TED Talk by Bryan Stevenson. One of the most popular TED talks with over 7.9 million views. Voted one of the most persuasive talks at TED.com. Received the longest standing ovation of any TED talk to date.

Source: Carmen Gallo