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Methods of Persuasion

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Methods of Persuasion

The methods of persuasion that can be used in my persuasive topic are ethos and pathos.

Ethos is vital because it depends on the speaker's credibility since most people are always interested in hearing from the expert. Moreover, ethos is built on three different dimensions, including competency, trustworthiness and dynamism. On the other hand, pathos is also critical in persuasive speech because it is built on emotional appeals (Romanova & Smirnova, 2019). Individuals always feel complex emotions, and feelings can always outdo common sense and logic in behaviors and actions. While pathos will ensure the audience connects through experience, the ethos will make the speaker be trusted because of their proficiency in the field.

The purpose of the topic will be affected by ethos because the author will build credibility on the issue at hand and trust the audience. Therefore, the speaker can easily stress personal credentials and reputation or cite other reliable sources in the argument to shown logic to the audience. Similarly, the tone will be affected by the speaker's character and attitude towards the audience and the topic, which makes it clear to them. On the other hand, pathos will also affect the purpose and tone of the speech because they will affect, they will persuade the audience by appealing to their emotions. Therefore, the speaker's purpose will be to make the audience feel the same emotions as they feel concerning the subject, which will make it easy to influence them. Furthermore, the tone of the speech will change when using pathos because it will require one to adapt to the changes in situations such as suffering or experience, then make the audience respond to the emotions through either fear or empathy.

Although ethos pleas to the writer's charisma and may be characterized as the function of the speaker in the topic and indicates the credibility of the dispute, pathos pleas to the feelings and the concerned thoughts, Romanova & Smirnova (2019) stated that effective persuasive

speech should use emotional pleas that are logically convincing because the audience can become doubtful on a speech that is founded on emotions only. However, emotional speech is critical when one wants to influence behavior and requires abrupt action. On the other hand, ethos will make the audience weigh the credibility of the speech based on the speakers' qualifications; however, speakers can also develop their ethos by referencing and citing reliable sources in their arguments the same way as in the pathos. Therefore, I feel ethos are the best than pathos because pathos cannot remain objective. Individuals might feel varying emotions depending on their experiences in life, thus pleasing to the emotions may not be the best method in a broad range of audiences.

References

- Romanova, I. D., & Smirnova, I. V. (2019). Persuasive techniques in advertising. *Training, Language and Culture*, 3(2), 55-79.

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