

Welcome to Ancient Greece...



Stagira



and an Ancient Geek!

Aristotle was born in Stagira in 384 BCE.

He was a famous philosopher who did a lot of thinking.



He introduced three ideas about persuasion...

logos

pathos

ethos

YouTube: https://www.youtube.com/watch?v=-oUf0h_CgHQ

Aristotle's methods of persuasion

pathos appeals to emotions



logos appeals to logic



ethos appeals to credibility



Heart → Head → Cred

When we write using methods based on Aristotle's ideas,
we call them rhetorical devices.

using commands - imperatives

using the 2nd person 'you'

asking rhetorical questions

quoting experts or celebrities

exaggeration (hyperbole)

using trios

using emotive language

using statistics or numerical data