

KAIROS

Persuasive Techniques

Appeal to Opportunity

The rhetorical device considering the timeliness of an argument. The term comes from Greek meaning 'right time', 'opportunity', or 'season'.



***Logos devices
include:***

- Timing and context of delivery or publication
- Calls to action
- Emphasising immediacy and action
- Referring to deadlines of points of no return
- Responding to immediate current events

LOGOS

Persuasive Techniques

Appeal to Logic and Reason

The rhetorical device using logic and reason to persuade the audience. Logos comes from Greek and has a variety of meanings including, 'reason', 'discourse' and 'plea'.

Logos devices

include:

- Facts and statistics
- Case studies
- Examples
- Expert opinion
- Evidence
- Formal and technical language
- Analogy
- Research/ evidence
- Showing causality
- Counter argument
- Witness quotes

PATHOS

Persuasive Techniques

Appeal to Values and Emotions

The rhetorical device using emotional appeal to persuade the audience. Pathos comes from Greek meaning, 'suffering' or experience'.

Pathos devices

include:

- Emotive language
- Vivid descriptions
- Modality
- Hyperbole
- Emotional appeals like fear and guilt
- Inclusive language
- Sensationalism
- Loaded words
- Repetition
- Figurative language

ETHOS

Persuasive Techniques

Appeal to Credibility

The rhetorical device through which the speaker/ writer establishes credibility and knowledge. It also establishes them as having good moral character. Ethos comes from Greek roughly meaning 'good character'.

Ethos devices include:

- Personal anecdotes
- Demonstrating experience and qualifications
- Style
- Quality of presentation
- Clarity
- Credible sources
- Knowledge of audience
- Inclusive language

TOPOS

Persuasive Techniques

Appeal to Convention and Order

The rhetorical device that uses structure to appeal to the audience. According to Aristotle topos is a general form or pattern.

Topos devices

include:

- Definition
- Analogy
- Consequence and testimony
- Problem-solution
- Cause-effect
- Compare and contrast
- Chronological order
- Thesis-antithesis
- Investigation
- Case study