

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=-oUfOh_CgHQ

Aristotle's methods of persuasion

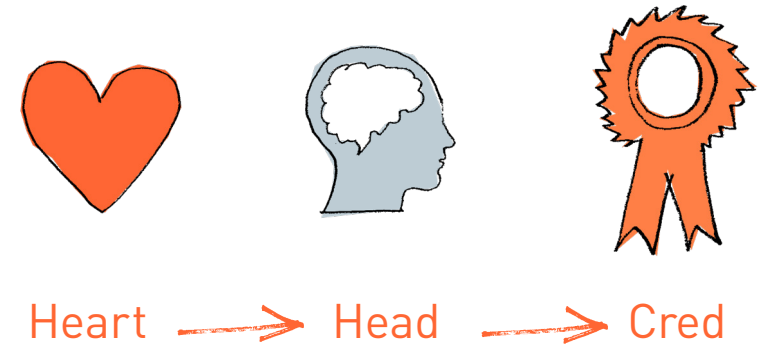
pathos appeals to emotions



logos appeals to logic



ethos appeals to credibility



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