
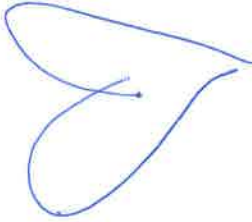


HW 2

Persuasive Techniques Notes

Technique	Definition	Examples	Visual
<p><u>Ethos</u></p> <p>Expert</p> <p>Ethics</p>	<p>Using credibility, authority and ethics to persuade &amp; build trust</p>		
<p><u>Pathos</u></p> <p>Passion</p> <p>empathy</p>	<p>Using emotion &amp; empathy to evoke emotion from the audience</p>		
<p><u>Logos</u></p> <p>Logic</p>	<p>Using logic, data, numbers, reasoning &amp; research to prove a point</p>		