

Aristotle and Persuasion

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Aristotle (384-322 BCE) was a Greek philosopher who studied under Plato. Aristotle studied and wrote prolifically on subjects from politics to metaphysics. Aristotle's discussion of rhetoric contributed lasting ideas about the methods of persuasion.

Rhetoric is the art of using language effectively and persuasively.

Persuasion is an appeal to an audience. *Ethos*, *logos*, and *pathos* were identified by Aristotle as appeals necessary to effectively persuade an audience.

Ethos is the establishment of the credibility of the author or speaker. An author develops ethos by using objective and fair language, by considering counterarguments, and by presenting appropriate and credible sources.

Logos is an appeal to logic. An author develops logos by offering credible facts and statistics related to the topic at hand, by using allusion, by using deductive and inductive reasoning, and by citing credible sources outside the work itself.

Pathos is an appeal to the emotion of the audience. An author develops pathos by including figurative language such as metaphor, simile, and vivid imagery, by including emotional anecdotes, and by offering vivid, connotative language employed to evoke sympathy and emotional interest in the topic.

