

# T.I.P.S.

## The Speaking Center Presents: Techniques to Improve Public Speaking

To schedule an appointment visit: <https://www.csusb.edu/speaking-center-jhbc>

### Methods of Persuasion

Typically, there are three ways listeners are persuaded by speakers:

- **ETHOS:** Perceived credibility of the speaker
- **LOGOS:** Strong reasoning/rationality
- **PATHOS:** Speaker's emotional appeals

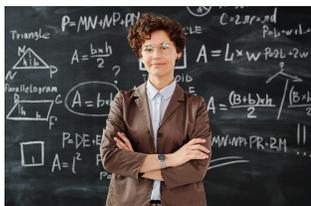


#### **ETHOS**

To enhance credibility a speaker should:

- Describe their competence on the topic
- Find common ground with the audience
- Deliver the speech clearly and confidently

An example to think of is how a doctor's word is trusted.

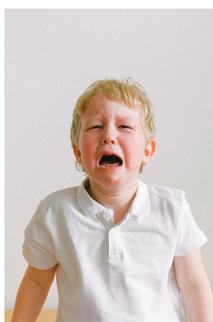


#### **LOGOS**

Speakers must use evidence, such as:

- Examples, statistics, and testimonies
- Use causal reasoning (cause and effect)

An example of this would be a scientist providing evidence for a theory.



#### **PATHOS**

A speaker's emotional appeal plays an important part in persuading:

- Emotional appeals are intended to evoke a feeling in the audience (sad, guilty, happy, fearful, angry, etc.)

Speakers can generate emotional appeal by...

- Using emotional language
- Using vivid examples
- Speaking with sincerity and conviction

An example of this is a child crying after watching a sad movie.

**Some examples:** [https://www.youtube.com/watch?v=aUpiy67\\_nt](https://www.youtube.com/watch?v=aUpiy67_nt)

**Reference:** Charisma on Command. (2015, September 23). *6 public speaking tips to hook any audience* [Video]. <https://www.youtube.com/watch?v=k8GvTgWtR7o&t=123s>