



Elements of Persuasive Speech

Learn from the Greeks:

- **PATHOS:** Appeal to the emotions, values or prejudices of the audience.
- **LOGOS:** Appeal to logic or reason.
- **ETHOS:** Ask for the audience to believe or agree with the speaker based on their credibility/trustworthiness.

Elements of an appeal:

- Acknowledge an opponent and/or their opposing viewpoint or argument
- Cite evidence from credible authorities, make historical references or quote well-known texts
- Mention an individual's experience or tell a story from personal history
- Compare/contrast events, things, ideas
- Use figurative language, such as metaphors, similes, alliteration

Knowing your audience is essential to an effective persuasive speech.

Examples from Lincoln's Second Inaugural Address

- **Acknowledge an opposing viewpoint or argument:**
 - "Both parties deprecated war, but one of them would make war rather than let the nation survive, and the other would accept war rather than let it perish..."
 - "It may seem strange that any men should dare ask a just God's assistance in wringing their bread from the sweat of other men's faces, but let us judge not, that we be not judged."
- **Historical references or allusions:** "Woe unto the world because of offenses; for it must needs be that offenses come, but woe to that man by whom the offense cometh." (Bible, New Testament, Matthew 18:7)
- **Individual experience:** "...to care for *him who shall have borne the battle* and for *his widow* and *his orphan*..."
- **Comparison:** "Both read the same Bible and pray to the same God, and each invokes His aid against the other."
- **Comparison/contrast:** "Both parties deprecated war, but one of them would make war rather than let the nation survive, and the other would accept war rather than let it perish..."
- **Figurative language (Metaphor):** "...to bind up the nation's wounds..."
- **Figurative language (Alliteration):** "These slaves constituted a **p**eculiar and **p**owerful interest."