

**Three building blocks for persuasive presentations**

- **Logos:** the *force of arguments*, which relates to the contents of the presentation, the line or argument adopted and the evidence that is presented.
- **Ethos:** The *credibility of the person* who is presenting the information, which depends on the authority or the impression given by the person. The more credible a person seems, the more an audience is likely to accept what is said.
- **Pathos:** the degree to which the presentation affects the audience, i.e. whether or not the presentation touches the *emotions*.

Source: ancient Greeks