

Lights, Camera, Media, Literacy!

The Role of Persuasion

Aristotle, in the fourth century B.C., was the first to write about the art of persuasion. He defined it as communication designed to influence choices and involved:

- 1) **ETHOS** - the source's credibility
- 2) **LOGOS** - the logical arguments used to persuade
- 3) **PATHOS** - the emotional appeal used to persuade

Aristotle believed that if (1) the speaker or source is believable or has authority, (2) uses facts in a reasonable way, and (3) gains the audience's attention through emotional means, then persuasion is possible.

PERSUASION vs PROPAGANDA

Although the term **PROPAGANDA** started out as a neutral term, meaning to spread an idea to a large population, today the term has a negative connotation...

Today...

PROPAGANDA is thought of as duping an unsuspecting audience through misleading or false information.

PERSUASION is thought of as a gentle art to convince an audience that your position on a topic is the correct position.

(source: *Visual Communication, Images with Messages* by Paul Martin Lester)