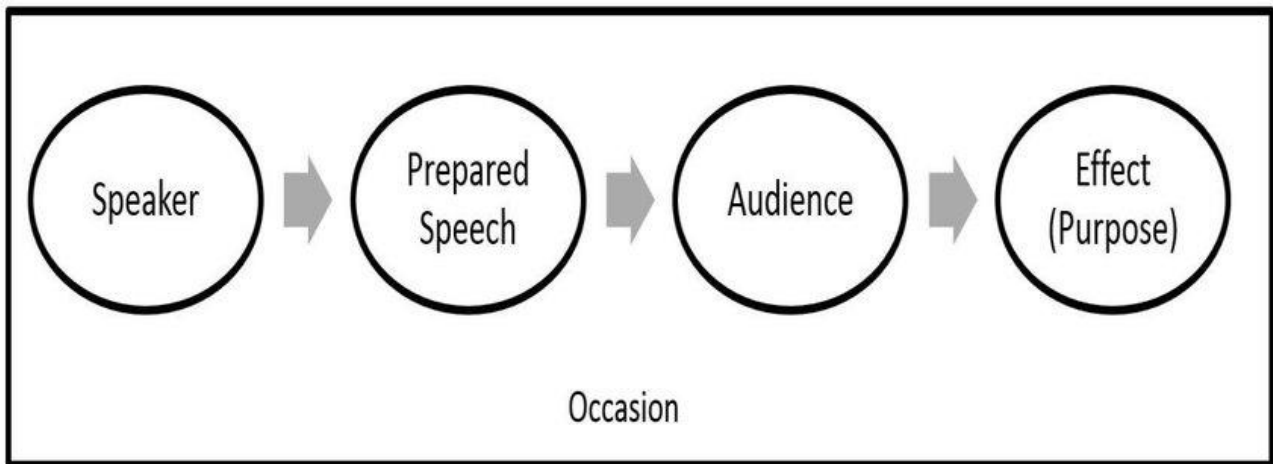
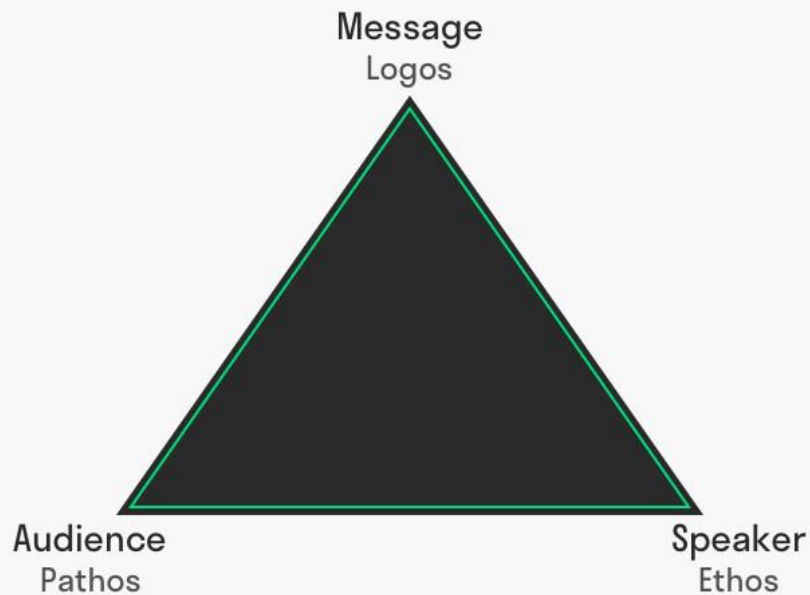


Aristotles' Model of Communication

Relevant for Creating a micro state, preparing the sales tale for castles, for the fantasy story etc.





Ethos

Ethos is about the writer or speaker's credibility and degree of authority, especially in relation to the subject at hand. A doctor's ethos is the result of years of study and training. Due to his qualifications, a doctor's words involve a significant degree of authority.

One's ethos can be damaged in the blink of an eye, however. For example, the reputable politician may be found out when corruption scandals come to light and his private life turns out to be in complete contrast with his political standpoints. Tips for building ethos in communication:

- Use words that suit the target group

- Keep communication professional
- Conduct research before words are presented as facts
- Use recommendations from qualified experts
- Make logical connections and avoid fallacies

Pathos

The literal translation of pathos is emotion. In the rhetoric, pathos refers to the audience and the way in which they react to the speaker's message, the center in the Aristotle Model of Communication. The idea behind pathos is that the audience must feel that they are communicated with. In certain situations, they want to feel more confident, in others more sad, angry, or emotional. Before and during the Second World War, Adolf Hitler gave many speeches in front of tens of thousands of people. His words and particular pronunciation made his audience feel attracted to him. Pathos, emotion, can therefore also be abused. For example, people may become anxious as a result of the false consequences of not buying a product presented in the sales world. The question of whether emotions may be manipulated in sales strategies is a sensitive one. When collecting money for charities, this is somewhat socially acceptable. However, when selling products or services, many people will express their doubts. Nevertheless, capitalising on pathos can be very effective. Tips for effectively addressing emotions:

- People's involvement is stimulated by humour. Always keep different types of humour in mind, though
- Use images or other visual materials to evoke strong emotions
- Pay attention to the intonation and tempo of one's voice in order to elicit enthusiasm or anxiety

Logos

The direct translation of logos is logic, but in rhetoric it more broadly refers to the speaker's message and more specifically the facts, statements, and other elements that comprise the argument. According to the Aristotle model of communication, logos is the most important part of one's argument. For this reason, it is crucial that sales talks always emphasise this particular element. The appeal to logic also means that paragraphs and arguments must be properly ordered. Facts, statistics and logical reasoning are especially important here. When analysing logos, always ask yourself:

- What is the context? What conditions are relevant?
- What are the potential counter-arguments?
- Is there any evidence that supports my argument? Always mention this
- Do I correctly avoid generalisations and am I being specific enough?

An Example of Proper Use of Rhetoric

One man who understood rhetoric very well and applied it effectively was [Steve Jobs](#), founder of Pixar Animation, NeXT, and Apple. He also applied the Aristotle model of communication effectively. This business guru stands head and shoulders above others of his generation in terms of communication techniques. Much research has been conducted into the ways in which he used to communicate a constant series of messages and themes about his company's products and his vision of the future.

Communication experts especially distinguish Steve Jobs' ethos. His degree of ethos, or credibility, had a major influence on how he used logos and pathos. If ethos was low, Steve Jobs would use high levels of pathos and low levels of logos. If ethos was high, he would use low levels of pathos and high levels of logos.

In addition to effective use of the rhetorical triangle, Jobs also used a mix of rhetorical strategies such as repetition, re-stirring of discussions to suit his vision and goals, and amplification. Amplification refers to a literary technique in which the user enhances a series of words by adding information to increase their value and comprehensibility.

Now it's your turn

What do you think? Are you familiar with the Aristotle model of communication? How do you think you can use this information to improve your communication skills? Do you have any additional tips for effective communication? Do you have any other suggestions or additions?

Share your experience and knowledge in the comments box below.

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More information

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