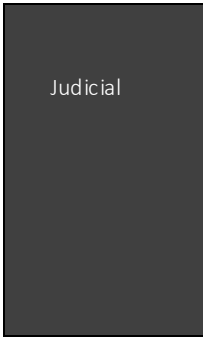




What Types Of Persuasion

- Judicial
- Demonstrative
- Deliberative





Judicial

- Judicial rhetoric is the type of presentation a lawyer makes in court when he presents the evidence.
- rhetorical is the type of presentation a lawyer makes in court when he presents the evidence.



Demonstrative

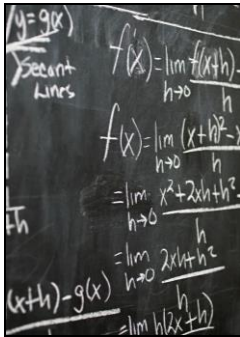
- By contrast a demonstrative argument is used to either praise or blame someone for who they are or what they are doing, right now in the present.



Deliberative

Third, we have deliberative persuasion. This type of argument tells us about the decisions we make in the present and their possible consequences for the future.





• These are the three types of persuasion, we do not have to remember their names, but it is good for us to remember that they are arguments based on the past, present, and possible future.



Three Types of Appeal

- Ethos
- Logos
- Pathos



Ethos

- Ethos has to do with who you are as a preacher, your character, your reputation, who you are as a person.



Logos

- Logos has to do with the content of your argument, does it make sense in the real world we live in?



Pathos

- Pathos is often thought to be an emotional appeal, but it has more to do with an appeal to our Christian morals and values.





Emphasis

- Emphasis allows your listeners to hear specific important words or ideas you want them to receive.



Pausing

- By inserting a slight pause before the word you want to emphasize you create a moment of anticipation for the listener.



Slowing Down

- In the natural flow of your presentation, you can add emphasis to a word or idea by slowing down your rate of speech.




Repetition

You can squeeze emphasis out of a particular word through repetition.



Word Stressing

- The black cats at on the mat!




Speaking Softly

- It is a curious phenomenon that people will listen more intently when you speak more softly.




Speaking Louder

- As a preacher there will be moments when it is natural to speak louder.



Standing Centrally

- By standing still centrally you will create a moment of focus in which your listeners will pay attention to what you are saying.



Personality

Preaching is not the same as a lecture.

It is ok for your natural personality to shine through.

Tone of Voice

- Your tone of voice expresses emotions and gives your words that emotional emphasis

You Didn't Hear Me!

- By telling your listeners that they did not hear what you have just said, allows you to repeat longer sentences or whole ideas, and for your listeners to pay closer attention.

