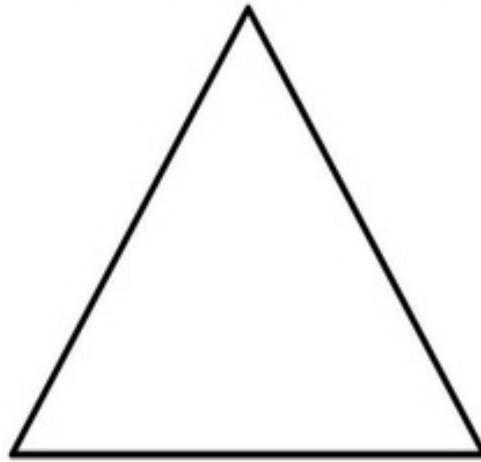


# LOGOS

Logic/reason/proof

Main technics:

- Structure of the speech (opening/body/conclusion)
- References to studies, statistics, case studies...
- Comparisons, analogies, and metaphors.



# ETHOS

Credibility/trust

Main technics:

- Personal branding
- Confidence in delivery
- Cites credible sources

# PATHOS

Emotions/Values

Main technics:

- Stories
- Inspirational quotes
- vivid language