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THE ART OF PERSUASION BY BATKO

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Persuasion began with the Greeks, who emphasized rhetoric and elocution as the highest standard for a successful politician.

All trials were held in front of the Assembly, and both the prosecution and the defense rested, as they often do today, on the persuasiveness of the speaker.

If there ever was a time for businesspeople to learn the fine art of persuasion, it is now. Gone are the command-and-control days of executives managing by decree.

The modes of persuasion, often referred to as ethical strategies or rhetorical appeals, are devices in rhetoric that classify the speaker's appeal to the audience. They are: ethos, pathos, and logos, and the less-used kairos.

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