[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

**DP4**

**Chapter 16.**

 The three modes of persuasion according to Aristotle's approach are Ethos, Pathos, and Logos. Ethos is the ethical approach used to sway the audience through the character and credibility of the author. Pathos is the emotional approach which invokes emotions in the audience by use of language, tone, and setting (Beebe and Beebe). Lastly, logos are used to persuade the audience through logical explanations. All these proofs can be used to appeal the audience by identification of cognitive dissonance and targeting the needs of the audience. Presentation of facts is another thing which can aid in persuading the audiences

**Chapter 17.**

1.

 There are different elements of speaker credibility. These elements aids in increasing or recognizing the position or place of the speaker in the eyes of the audience. The elements of speaker credibility are Competence, trustworthiness, Dynamism, and Charisma (Beebe and Beebe).

For the final speech, I will enhance my credibility in a systematic manner. I will dress properly which will create a good impression on the audience before I speak. The second step will be my introduction in a few lines. Then I will provide various authentic facts in detail which will create an impression on the audience that I have a grip over my topic. The last step will be the use of causal reasoning which will maintain the interest of the audience in my speech and it will impact my derived credibility.

2.

“Sustainable agricultural development” is the potential topic for my speech. This topic takes into consideration the climate change, diet patterns, farming practices and the relation of this with the development of big businesses. The presentation of all these areas with appropriate facts and reasoning will make the presentation strong and it will aid in building the accurate logos, ethos, and pathos for persuading the audience.

**Works Cited**

Beebe, Steven A., and Susan J. Beebe. *Public Speaking Handbook*. Allyn & Bacon, 2010.