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# **Key to Effective Communication**





Image source - <https://images.app.goo.gl/VNzCpEopcPiqTxETv8>

## ETHOS

- Acceptance is the *KEY*.
- It is one of the important elements of persuasive communication.
- Speaker's credibility is the main factor in ethos.
- Eg. Prime Minister of the Nation

## PATHOS

Pathos is appeal to the emotions of the audience.

In Greek language it refers to sufferings and experiences.

They should be able to identify themselves with you .

When you appeal to their emotions, you establish a connectivity with the audience.

One can use pathos in his or her speech use of emotional tone, pauses, metaphors and stories.

## LOGOS

Logos refers to the logic. The appeal should be made in such a way that audience feels that what you are communicating is logical.

Audience should feel that you are delivering something that matters to them.

Your emotional appeal should also be supplemented with facts, figures, data and other authentic information.



Image Source - <https://images.app.goo.gl/UaircCiUoUq9Sjst5>

## KAIROS

Kairos is a Greek word which means 'the opportune or the appropriate time'.

Kairos is a moment where in the time is appropriate and accurate for carrying out particular action.

The three elements which we discussed earlier would become ineffective if KAIROS is not taken into consideration.

## CONCLUSION

. In order to be an effective speaker, one needs to keep all the above four factors in mind while preparing for the speech and for delivering the speech.