





Aristotle
(384-322 BC)

BASIC ARISTOTELIAN COMMUNICATION MODEL

Speaker → Message → Receiver

Rhetoric: the art of discourse; the study of the available means of persuasion.

ETHOS ❖ PATHOS ❖ LOGOS

RHĒTOROS: “an orator” (e.g., **Acts 24.1**)

Used of lawyers in ancient Grecian culture, from **RHEŌ**: “to pour forth, or to utter.”

CHRISTIAN RHETORIC

(Personalizing Communication)

- **ETHOS**: Moral Character & Reputation
 - ❖ **John 15.1-8**
- **PATHOS**: Appealing to One's Emotions
 - ❖ **John 13.34-35**
- **LOGOS**: Using Actual, Factual Evidence (Words, Arguments, Reason)
 - ❖ **John 8.31-32**