

3. Evolution of Public Speaking 3.1 Three Parts of Persuasion by Aristotle. We know them as the Three Basic Parts of Persuasion: o Ethos (credibility of the speaker) o Logos (logic behind any conclusions drawn by a speaker) o Pathos (emotional appeal or ability to create connection between the speaker and his audience) These key elements still lie at the base of any successful public speech. Here, oratory lost its dominance in the political arena, but gained wide popularity as a form of entertainment, allowing famous orators to gain political power and wealth by using their public speaking skills. Amongst such people was Marcus Tullius Cicero – a lawyer, politician, philosopher, who gained fame as Rome's greatest orator. After the ascension of Rome, public speaking techniques developed in Greece were copied and modified by the Romans. Its long tradition can be traced back to Classical Greece (approximately 490–322 BC). First, in order to be asked to share their thoughts, observations and ideas publically a speaker should possess a certain level of authority and knowledge about the chosen topic (ethos). *And to capture and hold the audience's attention the speaker must first establish an emotional connection with the listeners. (pathos).