Chapter 4: An important point made in chapter 4 is the importance of Logos, Ethos, and Pathos which are three different types of arguments. Logos is the first argument which is the argument by logic. It is simply just following the rules of logic. It is a set of techniques that try to use what the audience is thinking. Ethos is the argument by character. This shows the persuaders personality and reputation; it shows that they are trustworthy. Lastly is pathos, which is the argument of emotion. This is best explained by using emotions to get what the persuader wants. Using these three persuasion methods are the best tool to use in an argument.

 Chapter 5:  In chapter 5, it talks about the importance of getting your audience to like you. Agreeable Ethos is expected to match the audience’s expectations for a leader’s tone, appearance and manners. The author tells us to stop before you argue and ask yourself a question. “What do they expect?’” If you are more aware of what the audience is expecting, you will have a better chance at persuading them with your argument. The speaker wants their audience to be comfortable with them. The word Decorum is also important in this chapter it is defined as an argument by character starting with the audience’s love. The speaker earns that through decorum.

Chapter 6: In chapter 6, an important part of arguing is making the audience listen. The speaker will want their audience to consider them a good person who wants to do the right thing. This is narrowed down to Aristotle’s three essential qualities of a person. These three virtues are practical wisdom, virtue, and disinterest. When the speaker presents these to an audience they have an easier time trusting their speaker and will more likely be persuaded by the speaker.