

Soft Power

Persuasion and Personal Magnetism

1. **Persuasion:** Emotional intelligence, vision, rhetoric and non-verbal communication

a) **Emotional Intelligence:** it has two dimensions -

Self-awareness: reflection and self management

Social awareness: empathy and relationship management

b) **Vision:** Ability to form a picture of an idea, plan, or policy in our mind

c) **Rhetoric:** the art of the study of language and persuasion

- **Persuasion:** *the art of guiding another towards the adoption of ideas, attitudes, or actions – to win over rather than defeat the other*

Greek Rhetoric: *three* principal dimensions:

- **Ethos** - personal and professional credibility
- **Pathos** - creating the right emotional environment
- **Logos** - argumentation

Roman Rhetoric: *five* principal dimensions:

- **Invention** – topic, focus and arguments
- **Arrangement** – deductive approach
- **Style** – language
- **Memory** – associations
- **Delivery** – voice and body language

- **Three types of Speeches:**

- Persuasive or Deliberate (political): **Ethos, Pathos & Logos**
- Forensic (Legal, business ...): **Ethos, Logos & Pathos**
- Epideictic (Ceremonial): **Ethos, Pathos & Logos**

Modern Rhetoric:

- *Communication a two way process (including private and public communication)*
- *Audience and identification*

d) **Non-verbal communication:** *three* principal dimensions –

- **Body language** – facial expressions, eyes, gestures ...
- **Tonality** – intonation, pitch, tone of voice ...
- **Physical setting** - setting, image, non-verbal symbols ...

2. **Personal magnetism (Charisma):**

Personal magnetism is the ability to influence others by connecting with them physically, emotionally and intellectually. It is about our personal charisma.

Related Topics:

Influence, Storytelling, Politeness, Uncertainty, Languages (languages of feeling, meaning and action), Image, and Reputation.