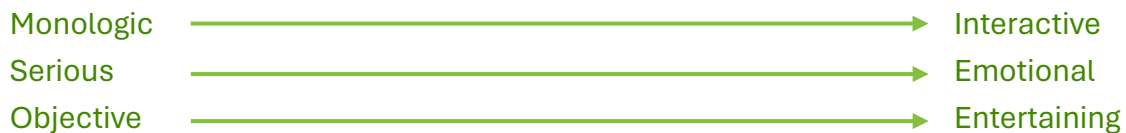


## SCIENCE COMMUNICATION COURSE PART 5

### The How – How Do I Communicate?

#### Dimensions of Communication

The question of “How do I communicate” has you moving along the following axes:



How far you want to move in a certain direction on each axis strongly depends on your Ws. It is appropriate for German virologists Christian Drosten or Anthony Fauci to react seriously and objectively when giving an interview for a news program during the Coronavirus pandemic. However, when Rabea gives a fourth-grade class a tour of the institute, she should try to communicate in a natural and interactive manner, and laughing is, of course, allowed, which characterizes more emotional communication with entertainment value. With regard to the dimensions above, it is important to find a balance that is specific to each individual occasion. This balance will have a big influence on whether or not you can “wow” your target audience, and if your message is received by them or not.

#### The Art of Persuasion – Classical Rhetoric

You may find it odd that as a trainer living in the era of smart phones, TikTok videos and online seminars, I refer to the over 2,000 year-old teachings of Aristotle (385-322 BC), but human communication does not work any differently now in the digital age than it did in ancient Greece. At the time, rhetoric was an Olympic sport and had a very different significance than it has today. Furthermore, many of Aristotle’s ideas have been confirmed by cognitive scientists. This is one reason the German Wikipedia article on Aristotle’s rhetoric maintains that the significance of his work cannot be overestimated.

You can see for yourself how effective the three appeals of persuasion according to Aristotle are:

1. **ἔθος - Ethos** - Persuasion by the character of the speaker
2. **πάθος - Pathos** - Persuasion by an appeal to the audience's emotion
3. **λόγος - Logos** - Persuasion by an appeal to the audience's reason

Although Aristotle himself did think very highly of reason (Logos), all rhetoric experts agree: Nothing is more convincing than the speaker's character. Appeals to the audience's feelings and reason are certainly effective, but it is worth nothing if the speaker themselves cannot convince the audience with their credibility, competence, and good intentions.

### **Ethos - Persuasion by the character of the speaker**

If you want to convince your audience using your ethos, you have to be credible. Oftentimes it is not *what* the speaker says that strengthens the ethos, but *how* it is said. Emphasis and body language play an important role. Even text that is printed or published online can use the means of ethos. Competence and good intentions are also very important for this means of persuasion and can be included in the author's profile, for example. Do not hesitate to mention your civic engagement, even if it is not directly related to your work. However, someone who presses such points too strongly might come across as conceited and self-involved. Your interest in the target audience and their problems can also strengthen your ethos. And transparency is an important aspect of scientific integrity. Take a minute to think about the scientists who are in the public eye that you find especially credible, and why you think that.

### **Summary ethos – Persuasion by character**

Body language/voice

Understanding/empathy

Competence

Values

Good intentions

### **CREDIBILITY**

#### **TIP:**

There are video tutorials available on Science Ethics here:

<https://globalyoungacademy.net/scisco/>

#### **TASK:**

1. Think about how you could strengthen Ethos, Logos, and Pathos in your communication project. Put your ideas in writing and discuss them with a friend or colleague.

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