Credibility
Or…

Why should I believe YOU?

According to Aristotle:
- The available means of persuasion are based upon three types of proof:
  - Ethos (ethical appeal)
  - Pathos (emotional appeal)
  - Logos (logical appeal)
    - Syllogism
    - Enthymeme

Why am I here listening to You?

tell me about this

What is credibility?
Why is it important?
Aristotle’s Definition of Ethos:
- Ethos can be defined as a demonstration of the speaker’s:
  - Intelligence
  - Integrity
  - Goodwill

Definition of Credibility
- The degree to which a speaker is perceived as believable by an audience.

Types of Credibility
- Initial Credibility
- Derived Credibility
- Terminal Credibility
Aristotle:
How Ethos is communicated

• **Intrinsic** - contained in the speech text (what is said during the speech to convince the audience of the speaker's credibility)
• **Extrinsic** - results from the qualities of the speaker him/herself (appearance, reputation, enthusiasm, etc.)

How does credibility influence our communication?

• **Exposure** to communication
• Audience's **perception** of the message
• Cognitive **Learning**
• **Persuasion**

5-Dimensional Construct of Credibility

• Competence
• Character
• Socialiability/Charisma
• Composure
• Extroversion
Review of Dimension
“Ideal” Scoring

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Desired Scoring</th>
<th>Most Important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competence/Knowledge</td>
<td>High</td>
<td>Yes</td>
</tr>
<tr>
<td>Character/Integrity</td>
<td>High</td>
<td>Yes</td>
</tr>
<tr>
<td>Charisma/Dynamism/Socialiability</td>
<td>High</td>
<td>No</td>
</tr>
<tr>
<td>Composure</td>
<td>Medium</td>
<td>No</td>
</tr>
<tr>
<td>Extroversion</td>
<td>Medium</td>
<td>No</td>
</tr>
</tbody>
</table>

Enhancing YOUR Credibility

- Explain your competence
- Establish common ground with your audience
- Use evidence and good reasoning
- Present both sides of an issue
- Deliver your speeches fluently, expressively and with conviction
- Use professional-looking visual aids

How credible are YOU?
Are you….?

- Knowledgeable about the subject?
- Experienced?
- Confident?
- Informed about broader-related issues?
- Fair in the presentation of material?
- Concerned with the audience’s needs?
- Consistent over time on the issues addressed in the speech?
- Similar to the audience in attitudes and values?
- Positive rather than negative?
- Assertive in personal style?
- Enthusiastic about the topic and in general?
- Active rather than passive?