

# *Communication Analysis of Tech Giant's New EV Popularity from the Perspective of Aristotle's Persuasion Model*

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**Abstract:** In recent years, the major product launch of a new energy vehicle by a leading technology company has attracted widespread attention. This paper reveals how this product achieves widespread product communication through the use of Aristotle's persuasion model: ethos, pathos, and logos. By analyzing the influence of its founder, the logic of its slogan, and the emotional resonance triggered by its branding, the study finds that the popularity of the product is a result of a "technē" of persuasion that effectively steers the audience's judgement. The paper concludes that a comprehensive use of diverse communication strategies is essential for successful product promotion in the modern market.

## **1. Introduction**

In recent years, the major product launch of the new energy vehicle has sent shockwaves through the automotive industry. According to the company's official information, it took only 4 minutes to complete a large order of 10,000 units, 27 minutes to achieve 50,000 units, and within 24 hours, orders reached up to 88,898 units. The product flagged off a victory; it is like a catfish, invariably stirring the new energy automobile market[1]. In the fiercely competitive new energy vehicle market, the appearance of the product has attracted widespread attention and quickly exploded in popularity. This phenomenon not only reflects the extension of the brand influence in the field of technology but also the success of its strategy in product communication and marketing, especially the sophisticated application of Aristotle's persuasion model.

Aristotle's persuasion theory can be traced back to its Greek origin. In ancient Greece, when the whole city-state was full of democracy in Aristotle's times, Aristotle, the great philosopher, scientist, and educator, put forward his famous persuasion principles. In his masterpiece Rhetoric, Aristotle stated three main principles of persuasion: ethos (appeal to the personality of the persuader), logos (appeal to the logic and reason of the persuasion content), and pathos (appeal to the receiver's emotion or sensibility). They are also regarded as "Aristotle's three main persuasion principles". Modern scholarship emphasizes that these three modes are not merely stylistic choices but are "indispensable for any orator to influence and persuade his audience". An analytical framework is essential to break down these social phenomena and maintain the research's validity[2].

Furthermore, the effectiveness of these modes lies in their alignment with the human soul's architecture. Rhetoric is a counterpart of dialectic, and the technical means of persuasion are

grounded in a proper understanding of the "anatomy of persuasion"[3]. The inspiration for this thesis stems from a careful consideration of Aristotle's persuasion theory in western classical rhetoric[4]. This paper reveals how the new energy vehicle achieves widespread product communication through the use of Aristotle's Model: ethos, pathos, and logos, by analyzing the influence of its founder, the logic of its slogan, and the emotional resonance triggered by its branding. It argues that the popularity of the product is not accidental but a result of a "technē" (art) of persuasion that effectively steers the audience's judgement[3].

## **2. Typical characteristics of the brand's promotional process**

### **2.1 The influence of product founder**

As a famous brand's entrepreneur, the founder's personal image gives certain values and temperament to the product. As a distinguished alumnus of a prestigious university, the founder donated money to build a science and technology building, set up the Excellence Scholarship, and provided alumni with an over-the-top test-drive party, all of which showed his entrepreneurial pattern and social responsibility. In addition, he has exported the image of a pro-people, gentle engineer and technologist, which gives the company unlimited bonus points[1].

He also has a large number of fans in the tech enthusiast community, and his personal Weibo has a large number of followers. His speeches and sharing at product launches have attracted significant attention. For the launch of the new EV, he was personally involved in publicizing the product, and his professional background endowed the product with a strong brand endorsement. Consequently, consumers developed a strong interest and goodwill towards the product because of their trust and recognition of the founder. This trust is a manifestation of what Alkhirbash describes as "good moral character" and "goodwill," where the speaker appears worthy of credence[2].

### **2.2 Logic of the slogan**

The slogan of the product is simple and clear, focusing on highlighting core advantages. In the process of publicity, various parameters are visible at a glance, such as the super motor with a speed of 21,000rpm, the vehicle glass reaching 5.35m<sup>2</sup>, and the UV isolation rate reaching 99.9%[1]. No matter whether consumers understand the engineering details, these data convey a sense of the brand's rigor, professionalism, and trustworthiness.

Undoubtedly, this is a hundred times stronger than just shouting slogans. In an environment of ubiquitous advertising, people are often indifferent to qualitative descriptions and may even be full of rejection and skepticism. On the contrary, quantifiable data can reflect a company's professionalism and rigor, arousing consumer interest and building trust[1]. This logical approach provides what Rapp calls "proof and argument," which are central to persuasion because we are "most easily convinced whenever we think something has been proven or demonstrated"[3].

### **2.3 Emotional resonance triggered by branding**

The company focuses on creating an emotional connection with consumers. In the promotion, the founder emphasized that the company has always had a car-making dream, calling the product "first child". He recounted the difficulties and challenges encountered by the team in the past three years, creating a resonance of "chasing the dream".

In addition, the company utilizes national pride and support for local brands. As a local Chinese tech brand, the company breakthroughs make consumers feel proud of the development of Chinese technology. This emotional resonance further strengthens consumers' identification and willingness

to buy the product. As Alkhirbash notes, "emotion is the 'raw material' of rhetoric," and without it, effective persuasion is unlikely to take place[2].

### 3. Analysis based on Aristotle's persuasion model

#### 3.1 Ethos

Ethos refers to the persuasive power generated by the orator's own character or qualities[5]. Aristotle suggests that an orator who makes his hearers think him a trustworthy man is using his personal character to achieve success[6]. In the case of the new EV, the influence of founder has created a highly credible image.

According to the analytical framework proposed by Alkhirbash, ethos is not a singular trait but a composite of three essential categories: Good Sense (Phronesis), Good Moral Character (Arete), and Goodwill (Eunoia)[2]. The founder's communication strategy meticulously addresses all three:

**Good Sense (Practical Wisdom):** The founder's "engineer" persona and his deep involvement in the three-year R&D process project an image of expertise. Alkhirbash notes that "intelligence and knowledge" are key components of good sense[2]. By discussing technical breakthroughs like the "CTB Integrated Battery Technology," the founder demonstrates he is not just a CEO, but a knowledgeable leader who understands the product's architecture.

**Good Moral Character (Virtue):** His history as a "Model Worker" in the tech industry and his philanthropic acts established a foundation of integrity. As Rapp argues, ethos functions as a "second-order judgement" where the audience evaluates the speaker's reliability before evaluating the message[3]. Because consumers perceive the founder as virtuous, they extend this "moral uprightness" to the product, believing it to be a product of "honest engineering."

**Goodwill (Benevolence):** The founder's "pro-people" stance creates a sense of shared interest. Alkhirbash defines goodwill as showing "concern in the welfare of others"[2]. The founder's humble attitude during the delivery ceremony directly builds this benevolence, making him the strongest spokesperson, often compared to "China's Steve Jobs"[1].

Rapp emphasizes that ethos is the most effective form of proof because it "allays manifest suspicions"[3]. In the highly skeptical EV market, the founder's reputation serves as a "trust bridge." When he stated that this would be his "last major entrepreneurial project," he put his entire life's reputation on the line, a powerful rhetorical move that solidified the product's ethos. Ultimately, the company has successfully used ethos to make the process of persuasion "smoother and quicker"[3].

#### 3.2 Logos

Logos refers to the persuasive force of logical argumentation[5]. It involves the "formal proof of the truth or validity of an argument"[6]. In the promotion of the new EV, logos is primarily manifested through "reasoned propaganda" and the use of empirical evidence to steer the audience's rational judgment.

Rapp points out that "proof and argument are central to persuasion" because we are "most easily convinced whenever we think something has been proven or demonstrated"[3]. The company employs two main types of logical proof identified in Alkhirbash's framework:

**Scientific Evidence and Statistics:** The product launch presented rigorous data: a 0-100 km/h acceleration of 2.78 seconds and a top speed of 265 km/h. These are what Alkhirbash calls "logical proofs" that use "facts and statistics" to establish credibility[2]. No matter whether consumers understand the details, these data convey a sense of the brand's rigor and professionalism[1].

**The Use of Enthymemes (Rhetorical Syllogisms):** An enthymeme is a logical deduction where some premises are implied[2]. The company's marketing often follows this logic: "High-

performance luxury cars usually cost over 500k; the product has the same performance but costs much less; therefore, the product is the most logical choice." By letting the audience complete this "logical jump," the company makes the conclusion feel like the consumer's own rational discovery.

However, Rapp also warns that logos alone can be insufficient if the audience is "prone to distraction"[3]. To counter this, the company uses "visual logos"—graphs and side-by-side comparisons with the Tesla Model 3. This comparative logic simplifies the "process of judgement formation," allowing consumers to see the product as a superior technological alternative[3].

### 3.3 Pathos

Pathos is the persuasive power that mobilizes the feelings of the audience[5]. Aristotle notes that "people judge differently when they are happy and friendly than when they are annoyed and hostile"[6]. In the case of the company, pathos is used to create a "disposition" in the audience that makes them more receptive to the brand's message.

According to Alkhirbash, pathos involves "putting the audience in the right frame of mind" by appealing to their "hopes or desires"[2]. The company triggers several powerful emotional states:

**Empathy and Shared Struggle:** By framing the product as the "crystallization of a three-year struggle," the founder taps into the "dream-chasing" sentiment. He recounts the difficulties encountered by the team, triggering "empathy" and "respect"[2]. Consumers see their "own shadows chasing their dreams" in the brand.

**National Pride:** As a domestic brand, the company evokes a sense of "patriotism." Alkhirbash notes that "pride" is a collective emotion that can be used to "unify an audience"[2]. The rise of Chinese technology makes consumers feel "proud," which transforms into a willingness to buy.

Rapp provides a psychological explanation: emotions have the power to "change the focus of attention"[3]. When the audience is moved by the founder's sincerity, they are in a "friendly state." In this state, they focus on the car's beauty while being less critical of potential drawbacks[3]. Pathos, therefore, acts as a "stabilizer" for the judgment formed by logos, transforming a mere interest in a product into a passionate "willingness to buy"[2].

## 4. Conclusion

The popularity of the new EV is the result of a variety of factors, and the three elements of the Aristotle's persuasion model—ethos, pathos, and logos—play an important role in it. By establishing brand credibility through the founder's influence (ethos), providing a rational basis for purchase through quantifiable data (logos), and triggering emotional resonance through national pride and shared dreams (pathos), the brand has successfully achieved effective communication.

As Alkhirbash's framework suggests, these three modes are "pertinent and indispensable" in modern social phenomena[2]. The new EV case demonstrates that in the digital age, persuasion is no longer a linear transmission of information but a complex interaction of character, logic, and emotion. From a moral psychological perspective, the *technē* of rhetoric does not merely aim to provide facts but to "steer the soul" and "stabilize the audience's judgement" in a complex market[3].

Furthermore, the success of the new EV highlights the evolution of classical rhetoric in the era of mobile internet. While the core principles remain the same, the "orator" is now a "CEO-influencer," and the "audience" is a "global online community." This shift requires a more nuanced application of ethos, where personal vulnerability and transparency become powerful tools of credibility[3]. Leveraging the influence of the founder can enhance the brand's credibility. Additionally, attending to consumers' emotional needs and fostering emotional resonance can boost their sense of identity and loyalty. Moreover, presenting the product's advantages and value rationally provides consumers with a logical purchase basis[1].

The brand's successful use of ethos, logos, and pathos in the Aristotle's persuasion model has served as an example for many brands' publicity. In the future market competition, only the comprehensive use of diverse communication strategies can realize the successful promotion of products and the sustainable development of brands. The company's application of these ancient principles has indeed set a modern example for global branding.

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