

Abstract: the paper discusses the failure of persuasion in the agones of Euripides, in spite of the fact that several characters in Euripides complain about the dangers of overpersuasive speech. In the plays of Euripides characters do change their minds, but not in the course of agones. 'Anger', 'shame', and 'autonomy' are three crucial factors in blocking the persuasive effects of persuasive language. Characters explain their change of minds not on the basis of persuasion but as a consequence of autonomous deliberation. The change of mind of Iphigenia in *Iphigenia at Aulis* is in keeping with the ethical development and self-definition of many characters in Euripides.

Keywords: Euripides, Agones, Rhetoric, Persuasion, Emotions.