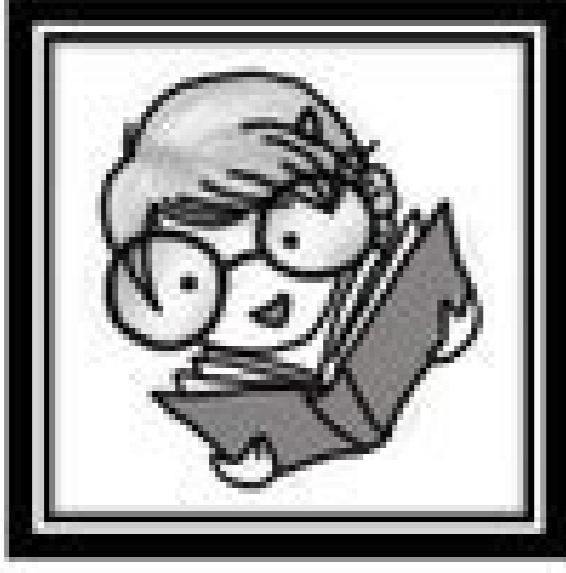


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## Logos



Logos means to persuade an audience by logic. This is where you present facts, evidence and reason to convince your audience. Citing authorities and showing that your argument is well-researched can lend your argument credibility.

Example:

*"Yesterday, December 7th, 1941 – a date which will live in infamy – the United States of America was suddenly and deliberately attacked by naval and air forces of the Empire of Japan. The United States was at peace with that nation and, at the solicitation of Japan, was still in conversation with its government and its emperor looking toward the maintenance of peace in the Pacific. Japan has, therefore, undertaken a surprise offensive extending throughout the Pacific area. The facts of yesterday and today speak for themselves."*

- Franklin Delano Roosevelt (1941) from "Pearl Harbor Address to the Nation"

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### Aristotelian Appeals: Logos, Ethos, and Pathos

Whenever you read an argument you must ask yourself, "Is this persuasive? If so, why? And to whom?" There are many ways to appeal to an audience. Among them are appealing to logos, ethos, and pathos. These appeals are identifiable in almost all arguments.

To Appeal to LOGOS (Logic, reasoning)	To Develop or Appeal to ETHOS (Character, ethics)	To Appeal to PATHOS (emotion)
<p>the argument itself by researching the author and logical evidence.</p> <p><b>Types of LOGOS Appeals</b></p> <ul style="list-style-type: none"> <li>• Thematic / scientific facts</li> <li>• Inductive reasoning or reason (Deductive)</li> <li>• Logic or rational analysis</li> <li>• Distinctions</li> <li>• Factual data &amp; statistics</li> <li>• Quotations</li> <li>• Citations from experts &amp; authorities</li> <li>• Informal questions</li> <li>• Examples (real life examples)</li> <li>• Personal anecdotes</li> </ul>	<p>How an author builds credibility &amp; trustworthiness</p> <p><b>Ways to Develop ETHOS</b></p> <ul style="list-style-type: none"> <li>• Author / professor / background</li> <li>• Author's profession</li> <li>• Appearing as an expert, an ethical, knowledgeable</li> <li>• Credibility / authority / expertise</li> <li>• Modesty / humility / humble</li> <li>• Appropriate language / reference use and subject</li> <li>• Correct grammar</li> <li>• Professional / formal</li> </ul>	<p>words or passages an author uses to activate emotions</p> <p><b>Types of PATHOS Appeals</b></p> <ul style="list-style-type: none"> <li>• Emotionally loaded language</li> <li>• Vivid descriptions</li> <li>• Emotional examples</li> <li>• Anecdotes, testimonials, or narratives about emotional experiences or events</li> <li>• Figurative language</li> <li>• Emotional tone (humor, sarcasm, disappointment, excitement, etc.)</li> </ul>
<p><b>Effect on Audience</b></p> <p>Creates a cognitive, rational response. Readers get a sense of "Oh, that makes sense" or "Hmm, that really doesn't make anything."</p> <p><b>How to Talk About It</b></p> <p>The author appeals to logos by defining relevant terms and then equating his claim with necessary evidence from authorities.</p> <p>Statistics and expert testimony are convincing logical appeals.</p>	<p><b>Effect on Audience</b></p> <p>Helps reader to see the author as credible, trustworthy, competent, and credible. The reader might expect the author or his/her views.</p> <p><b>How to Talk About It</b></p> <p>Through his use of scientific data, the author builds his status by demonstrating expertise.</p> <p>The author develops his ethos by demonstrating to readers that this is of importance to his argument.</p>	<p><b>Effect on Audience</b></p> <p>Triggers an emotional response. Persuasion by emotion, gained by evoking fear, sympathy, empathy, and/or anger.</p> <p><b>How to Talk About It</b></p> <p>When we identify with the author's appeal to pathos, there are feelings that address and engage from his readers.</p> <p>The author's description of the child with cancer was a very persuasive emotional appeal.</p>



can earn TPT credit toward future purchases! If purchased, please leave a fair and honest review of this product. Thank you, NunezPage 24Use this test to check student knowledge of Persuasive terms: Proof surrogate, Testimonial, Bandwagon, Ethos, Pathos, Logos, Euphemism, Dysphemism, Call to action, Ridicule, etc. The test includes: Matching questionsMultiple Choice questionsShort Answer questionsDownload in Microsoft Word for easy editing, Page 25A Propaganda Powerpoint that gives: -broad definition -reasons to care about propaganda -brief introduction to rhetoric (ethos, logos, pathos) -10 specific propaganda tactics (bandwagon, testimonial, name calling, glittering generalities, card stacking, plain folks, snob appeal, transfer, repetition, emotional appeal (happiness/humor, fear, and guilt)) each tactic includes a definition, several print examples, and a video clip example (for card-sPage 26Introduce the fundamentals of rhetoric to your students using this presentation and student notes handout. Presentation Includes: - explanation of logos, ethos, and pathos -present day examples using popular ads -rhetorical devices: simile, metaphor, personification, hyperbole, rhetorical question, euphemism, repetition, anaphora, epistrophe, parallelism, juxtaposition, understatement, oxymoron oxymoron

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