

Logos

Logos is a Greek word meaning "ground", "plea", "opinion", "expectation", "word", "speech", "account", "reason", "proportion", and "discourse". The English word logic is derived from it. When you use logos in an argument, you appeal to a reader or listener's sense of logic and rationality. Presenting statistics, facts, data, charts, and graphs are all ways of using logos.

DIRECTIONS: Read each situation. How could you use logos to make your argument in each situation?

Situation	Using logos, what kinds of things would you say and why?
You are trying to convince your friends to stop eating meat.	
You are trying to convince your mother to get cable.	