

Persuasive Strategies

My argument is: _____

Identify which persuasive strategy you will focus on with each genre piece.

- Using the names of experts or important people
- Logos – use of reason, numbers, facts, etc.
- Pathos – appealing to emotion
- Ethos – drawing upon the trust and credibility of the author
- Kairos – appealing to a sense of urgency



Genre	Persuasive Strategy. Why will it work?