Persuasive Techniques: Logos

The Greek word *logos* means "ground", "plea", "opinion", "expectation", "word", "speech", "account", "reason", "proportion", and "discourse". It is the root of the English word *logic*. As a persuasive technique, logos appeals 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: Choose one of the topics. Take a position on the topic, and write a few sentences using **logos** to persuade others to agree with your position.

   phones in school   dress codes   community service

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