

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

Situation	How could you use logos?
You want all of your neighbors to recycle.	
You want your parents to stop drinking.	