Logos

**Persuasion** - To change a person or persons’ mind; to convince others.

**Logic** - Making sense

**Read**

Logos is one type of *persuasive* strategy. Logos involves using *facts* and *logic* to persuade another person or persons. This is often the best way to prove a point, but can also be the least exciting. Logos often uses numbers. For example, a doctor might provide the statistic that 480,000 people a year die from cigarette smoke (cdc.gov) in order to convince you not to smoke. It is important to use numbers and facts in persuasion because they cannot be argued.

The second way people use logos is through the use of logic. For example, your mother might tell you that you need to go to school in order to graduate *because* graduating will get you a better job. This argument just makes sense. In other words, it is logical.

**Respond**

**What is Logos?**

Logos is a persuasive technique that uses __________________________ and __________________________.

**What are two examples of Logos?**

1. 

2.

**Why is it important to use numbers and facts in persuasion?**
### Apply

Think of some commercials you know, or research some commercial advertisements. Come up with a list of advertisements that attempt to persuade people through **logos**. The first example has been completed for you.

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Why is this LOGOS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike “Motivation” commercial</td>
<td>The commercial uses logic. The logic is that if you work hard, you will succeed. This, to most people, is common sense (in other words, it is logical).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Story</th>
<th>What is the example of LOGOS in this story?</th>
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<tbody>
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**Extension:** Think of an example of LOGOS in a story you have read, or are reading.