

# RHETORICAL DEVICES

#1 - ETHOS

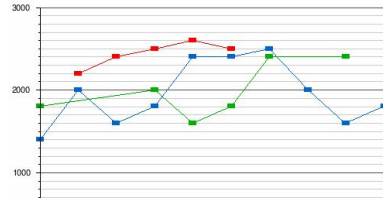
#2 - PATHOS

**#3 - LOGOS**



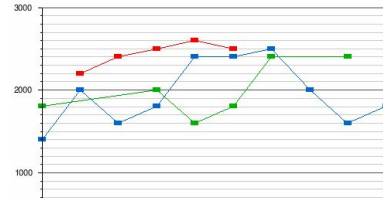
# LOGOS

Logos, or the appeal to logic, means to convince an audience by using logic or reason or inserting a logical argument.



# LOGOS - General

- Logos is the Greek word for “word.” The word “logic” is derived from logos.
- Logical evidence creates buy-in that speaks to the brain and provides evidence that is logical, credible, and reasonable.
- Logos is used by citing facts and statistics, historical and literal analogies, scientific theories, and certain authorities on a subject.



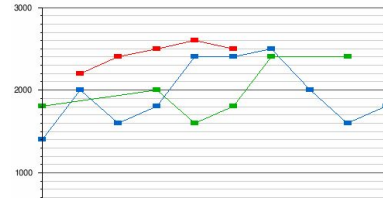
# LOGOS - Logical Reasoning

**Deductive Reasoning:** generally starts with one or more premises and then derives a conclusion. Premises can be facts, claims, evidence, or previously proven conclusions.

**For Example:**

- 1. Customers like all efficient things. (premise)**
- 2. Self-checkouts are efficient. (premise)**
- 3. Therefore, customers like self-checkouts. (conclusion)**

**So, if customers like all efficient things and self-checkouts are efficient, then customers must like self-checkouts.**



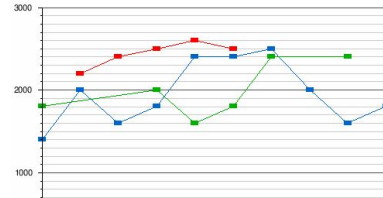
# LOGOS - Logical Reasoning

**Inductive Reasoning:** consists of *premises* which lead to a *conclusion*, but the conclusion is not guaranteed to be true — can only state it with some degree of confidence.

**For example:**

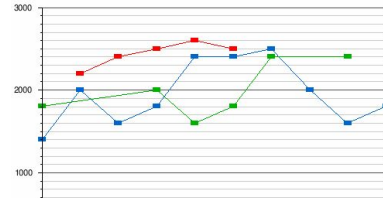
- 1. All diets that have been tried in the past have failed. (*premise*)**
- 2. This is a new diet. (*premise*)**
- 3. Therefore, this diet will fail. (*conclusion*)**

**It is *reasonable* to expect that this new diet will also fail, but it cannot be factually stated; it can only be inferred.**



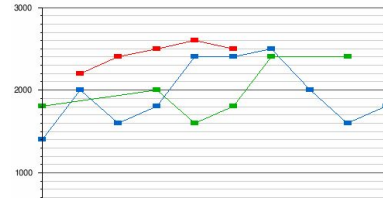
# LOGOS - Logical Reasoning

- When it comes down to it, logical appeals are made every day.
- Whether it's Mom explaining why you need to do your homework before bedtime or how much sleep you need, a newspaper columnist commenting on the day's events, or an engineer explaining a need for new equipment, logical appeals are evident in everyday speech and argument.
- However, be mindful that simply stating facts is not an appeal to logos. Writers use appeals to logos *when they have an argument they are trying to prove*. Yet, just about anything could be an argument.



# LOGOS - Examples

- Percentages used - how many people...
- Movie data to get people into theatres
- Surveys used to see how customers/people respond
- Medical products using facts/statistics to sell
- Time that you do not have to complete a task
- Sales, discounts, coupons to convince buyers
- Logical reasoning why we should do away with school uniforms
- Data and facts to argue why we should be able to use cell phones at school
- Convincing parents why they should not cook but we should order pizza instead



# LOGOS - Examples

- Using inductive reasoning to predict weather
- Selling food to customers using reasonable data
- Dog walking walking to help people with little time
- Reducing sugary products sold based off of statistics
- Working as a gardener for others using reasoning
- Doctors using statistics to convince patients
- Universities/colleges using inductive reasoning to convince students to attend
- New entertainment from an artist whom we have already appreciated all of their previous work
- Logical reasoning to convince parents to take us to do our favorite activities

