Logos: Arguments Based on Facts and Reason

Providing Hard Evidence

Constructed Arguments: Appeals to reason/common sense

Hard Evidence: Facts, statistics, testimonies, witnesses, contracts, documents

- Facts: Arguing with facts are compelling and may stand on their own, but facts can also involve challenging even the most reputable sources if they lead to unfair or selective reporting.
- Statistics: Three kinds of lies: lies, damned lies, and statistics. When relying on statistics in your arguments, make sure you check and double-check them or get help in doing so: you don't want to be accused of using "fictitious date" based on "ludicrous assumptions."
- Surveys/Polls: Polls can be very helpful in determining general opinions among select groups. But be careful not to ignore evidence whose findings are not what you had hoped for.
- Testimonies and Narratives: these can serve as a kind of "evidence" by supporting a claim convincingly, especially if the writer has earned the trust of readers. Can give details to support the claim.

Reason/common sense (logic): deductive reasoning is called syllogism: what a conclusion follows from the premises that lead up to it.

Toulman Argument: see video

Thymeme: a kind of sentence that includes both a claim and a reason but depends on the audience's agreement with an assumption that is left implicit rather than spelled out. Can be very persuasive when most people agree with the assumption they rest on.

Providing Logical Structures

Degree: More of a good thing or less of a bad thing.

Analogies: complex or extended comparisons, explain on idea or concept by comparing it to something else.

Precedent: Involves comparisons to what has been done elsewhere.