

LOGOS

Task One: For each of the following, explain whether LOGOS is being used effectively.

Example:	Effective?	Analysis:
"I need new jeans. Everyone in my class has new jeans."	No.	The author uses logos to defend his claim that he needs new jeans by stating that the rest of his classmates have new jeans. However, this is not an effective use of logos, because the fact that other people have new jeans doesn't logically require that the author needs them as well. Also, it is highly unlikely that "everyone" has new jeans, so it's likely that the author is exaggerating instead of relying on exact facts.

Now, you try:

1. "All men and women die. You are a man. Therefore, you will die one day."
2. "Everyone has children. Therefore, everyone needs to think about the schooling of his or her children."
3. "You don't need to jump in front of a train to know it's a bad idea; so why do you need to try drugs to know if they're damaging?"
4. "Cigarette smoke contains over 4,800 chemicals, 69 of which are known to cause cancer. So why start smoking?"
5. "Every morning the rooster crows, then the sun rises. Therefore, the rooster causes the sun to rise."

Task two: Write your own persuasive sentences for each of the following scenarios.

1. You are trying to persuade your brother to stop eating chocolate.
2. You are attempting to convince your class that they shouldn't drink and drive.
3. You are trying to persuade an audience that they should exercise more often.