

Logos

Definition: an appeal to the reader’s logic and reason.

How to Find Logos: look for arguments, fact-based statements, data, common sense, statistics, or opinions.



Annotation:

- First bullet includes “Logos” along with an argument term.
- The second bullet point should include an additional argument term.
- **Argument terms include:** anecdote, assertion, claim, concession, conclusion, data, fallacy, implication, inference, qualify, rebuttal, and refute.

Examples:

Everyday example: “Panda bears eat up to 16 hours a day.”

- Logos = data that pandas eat for “16 hours”
- Inference - panda bears eat a lot



Literary example from *Parkland*:

“The Parkland kids are afraid in school.”

- Logos = assertion that school shooting victims fear a return to school
- Implication - school shootings cause trauma

Example from Ms. Serensky: “In her death, Sally Ride stood up” (5).

- Logos = assertion that strong females make eternal impact - creates continued hope that influential women direct positive change
- Implication - Ride’s untimely death enhanced her significance to LGBTQ+ movement

