Supporting Innovation by Promoting Analogical Reasoning
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LOGOS

- One of Aristotle's three modes of persuasion
- Defined as bringing reason to the argument in order to persuade the audience
- Impact of logos on audience is called logical appeal
When considering logos:

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1. Thesis: clear and specific?
2. Thesis: supported with reasoning? is the evidence it's supported with credible?
3. Argument: logically arranged, reasonable?
Logos includes

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- facts/statistics
- reasoning
- logic (types such, as syllogism)
Syllogism

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Definition: a form of deductive reasoning consisting of a major premise, a minor premise, and a conclusion.

used in logos to propose logic and ultimately prove a point

"If A equals B and B equals C, then A equals C"
Syllogism continued

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Syllogisms have a major premise, a minor premise, and a conclusion.

Example: No reptiles have fur. All snakes are reptiles. Therefore, no snakes have fur.
Analogies

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Definition: A comparison between two things, typically on the basis of their structure and for the purpose of explanation or clarification.

Similes (using like or as) and metaphors (not using like or as) are common types of analogies.
Analogies and logos

a form of reasoning in which one thing is inferred to be similar to another thing in a certain respect, on the basis of the known similarity between the things in other respects.

Basically: analogies can be used to connect reasoning and prove a point.