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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 Thecasesolutions.com

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

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Supporting Innovation by Promoting Analogical Reasoning

Analogy examples
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When he described the history of technology with computers, he said that the computer is like a person. The computer is like a person because it can think and learn. The computer is like a person because it can be programmed to do what you want it to do.

Analogies and logos
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When you use an analogy, you are comparing two things that are different but have some similarities. This helps you understand something new by relating it to something you already know. Analogies are a great way to make your writing more interesting and easier to understand.

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Syllogism
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A syllogism is a form of logical reasoning. It consists of a major premise, a minor premise, and a conclusion. For example: "All mammals are warm-blooded. A whale is a mammal. Therefore, a whale is warm-blooded."

"I have the honor of serving as president of the Southern Christian Leadership Conference, an organization operating across the South, and one of those in the Atlanta Christian Community for Human Rights, frequently in the Christian educational and financial sectors with our affiliates. Several months ago the affiliates here in Birmingham called on us to call to engage in a nonviolent direct action program when the hour came we lived up to our promise. So I, along with several members of my staff, am here because I am here to help you."

MLK and Logos, Analogies, and Syllogism
Discuss and decide with your pods are the following examples of analogy, syllogism specifically, or simply logos in general?

Now, break up into pods and create your own examples of analogies and syllogisms. Make your examples as logical as possible.

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.

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"The Negro has many past oppressions and false promises, and he must release them. So in the future, he has made great progress in the city, but he has not yet reached the goal. He must do so. If the oppressed citizens are not released in unbridled rage, they will not oppress through violence; this is a new era in the history." paragraph 25

"I had hoped that the white moderate would see the need. Perhaps I was too optimistic; perhaps I expected too much. I suppose I should have realized that few members of the oppressor race can understand the deep groans and passionate yearnings of the oppressed race, and still fewer have the vision to see that injustice must be rooted out by strong, persistent and determined action. I am thankful, however, that some of our white brothers in the South have grasped the meaning of this social revolution and committed themselves to it. They are still all too few in number, but they are big in quality." paragraph 25

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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.

Syllogism

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

used in logics to propose logic and ultimately prove a point

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

"There comes a time when the cup of endurance runs over, and men are no longer willing to be plunged into the abyss of despair." paragraph 14

"I have the honor of serving as Christian Leadership Conferen in every southern state, with he Georgia. We have some eighty f across the South, and one of the Movement for Human Rights. Fr educational and financial resour Several months ago the affiliate to be on call to engage in a nonvic if such were deemed necessary. W when the hour came we lived up t with several members of my staff, invited here. I am here because I h here." paragraph 2

"In your sta though peac precipitate v this like cond possession of robbery? Isn't his unswerving philosophical inc misguided popula hemlock? Isn't thi unique God conscie to God's will precipi paragraph 21

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Syllogism continued

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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.

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