

Thecasesolutions.com

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:

Thecasesolutions.com

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)

Thecasesolutions.com

Analogy examples

"Just as a dog barks when a stranger approaches, so a person should speak when a stranger approaches." - Aristotle, *Nicomachean Ethics*

Analogies and logos

A series of reasoning in which a case is compared to a similar case, and the reasoning is used to argue that the case is similar to the other case. The cases are compared in terms of their similarities and differences, and the reasoning is used to argue that the case is similar to the other case.

Analogies

Thecasesolutions.com

"Just as a dog barks when a stranger approaches, so a person should speak when a stranger approaches." - Aristotle, *Nicomachean Ethics*

Syllogism

Thecasesolutions.com

"All men are mortal. Socrates is a man. Therefore, Socrates is mortal." - Aristotle, *Nicomachean Ethics*

"I have the honor of writing as president of the Southern Christian Leadership Conference, an organization operating in every southern state, with headquarters in Atlanta, Georgia. We have some eighty-five affiliated organizations across the South, and one of them is the Alabama Christian Movement for Human Rights. Frequently we share staff, educational and financial resources with our affiliates. Several months ago the affiliate here in Birmingham asked us to be on call to engage in a nonviolent direct action program if such were deemed necessary. We readily consented, and when the hour came we lived up to our promise. So I, along with several members of my staff, am here because I have heard Birmingham is the only city in America where the Negro population is denied the most basic rights of citizenship."

MLK and Logos, Analogies, and Syllogism
Decide and decide with your pods are the following examples of analogies, syllogisms 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

Thecasesolutions.com

Syllogisms have a major premise, a minor premise, and a conclusion. The major premise is a general statement, and the minor premise is a specific statement. The conclusion is the result of the reasoning. Therefore, no syllogism is ever true.

Outsourcing Support Functions: Identifying and Managing the Good, the Bad, and the Ugly

"The Negro has many past experiences and latent frustrations, and he must release them. So let him march, let him make proper pilgrimages to the city hall, let him go as freedom riders and try to understand why he must do so. (If the oppressed conditions are not released in nonviolent ways, they will seek release through violence; this is not different but a fact of history.)" paragraph 2

"The Negro has many past experiences and latent frustrations, and he must release them. So let him march, let him make proper pilgrimages to the city hall, let him go as freedom riders and try to understand why he must do so. (If the oppressed conditions are not released in nonviolent ways, they will seek release through violence; this is not different but a fact of history.)" paragraph 2

"The Negro has many past experiences and latent frustrations, and he must release them. So let him march, let him make proper pilgrimages to the city hall, let him go as freedom riders and try to understand why he must do so. (If the oppressed conditions are not released in nonviolent ways, they will seek release through violence; this is not different but a fact of history.)" paragraph 2

"I had hoped that the white moderate would see this 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

Analogy

Thecasesolutions.com

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

Thecasesolutions.com

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"

Thecasesolutions.com



"I have the honor of serving as president of the Southern Christian Leadership Conference, a movement in every southern state, with headquarters in Atlanta, Georgia. We have some eighty five thousand members across the South, and one of them is Martin Luther King. The Southern Christian Leadership Conference is a movement for Human Rights. Frequently we have educational and financial resources. Several months ago the affiliate here in Atlanta was asked to be on call to engage in a nonviolent protest if such were deemed necessary. We responded positively when the hour came we lived up to our commitment with several members of my staff, and I am invited here. I am here because I have been invited here." paragraph 2

"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

"In your statement, though peaceful, Mr. Kennedy, you precipitate violence. This is like condemning the thief to hang for possession of money. Isn't this like condemning the robber to hang for his unsavory committal? Isn't this like condemning the philosophical inquirer to hang for his philosophical inquiries? Isn't this like condemning the misguided populace in a unique God-consciousness to hang for their unique God-consciousness? To God's will be precipitated." paragraph 21

Outsourcing Support Functions: Identifying and Managing the Good, the

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:

Thecasesolutions.com

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)*

Syllogism

Thecasesolutions.com

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

Thecasesolutions.com

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

Thecasesolutions.com

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.

Thecasesolutions.com

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