

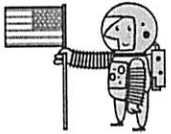





Persuasive Strategies

Strategy	Definition
Claim	
Big Names	
Logos	
Pathos	
Ethos	
Research	

Name: _____

Date: _____

PERSUASIVE STRATEGY DEFINITIONS

Definition	Example
Claim - your main point 	
Big Names - experts and important people that support your side of the argument 	
Logos - using logic, numbers, facts, and data to support your argument 	
Pathos - appealing to your audience's emotions 	
Ethos - making yourself seem trustworthy and believable 	
Kairos - building a sense of urgency for your cause 	
Research - using studies and information to make your argument seem more convincing; you can use words, graphs, tables, illustrations 