

Strategy	Definition
Claim	
Big Names	
Logos	
Pathos	
Ethos	-
Research	·

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	

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