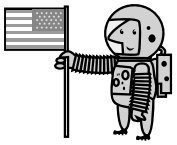
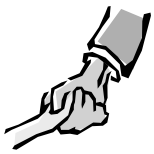
Name: _____ Date: _____

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	

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