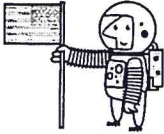

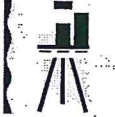






Name: _____

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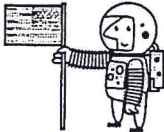





PERSUASIVE STRATEGY DEFINITIONS

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

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