Speech = a non-fiction work that is

delivered orally before an

audience

3 Kinds of Speeches

1. Political = focuses on an issue relating to the government or politics. Usually tries to persuade audience to think or act a certain way.
2. Address = a formal speech prepared for a special occasion
3. Sermon = based on a scriptural text and intends to provide religious instruction

Appeal to LOGOS = 2 kinds of

Reasoning/logic

1. DEDUCTIVE reasoning = logic that goes from big to small. Deductive argument is the most reliable.

Ex. KISD dress code states that all MS and HS students will wear an ID. You are a student at HHHS within KISD; therefore, you must wear an ID.

1. INDUCTIVE reasoning – goes from small to big; reader must INFER the conclusion

Ex. Tonya is seen walking from her car to home with a set of golf clubs. Tonya’s husband loves golf and tomorrow is his birthday. (INFER)🡪 Tonya has probably bought the golf clubs for her husband’s birthday.