According to Aristotle...

Logos— from Greek, loosely translated, "word", "reason"

Invention
   Proofs: Inartistic
          Artistic
   Ethos - ethics, credibility
   Pathos - emotion
   Logos - reason

Topoi

Disposition
   Introduction/Proem
   Narration
   Arguments
   Epilogue/peroration

Style
   Memory
   Delivery

"In the classical world, there was neither thought without expression nor expression without thought. Mental processes cannot be separated from language, for to be human was to be at one and the same time a rational animal and a user of language. Thus, logos—thought and expression— not only defined the art of rhetoric, but was held to be the very essence of humanity" (Horner 3).