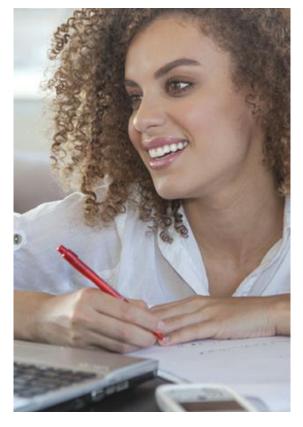
#### VAN RYS/ MEYER/VANDERMEY/ SEBRANEK







# Strategies for Argumentation and Persuasion

# LEARNING OUTCOMES

- 1 Understand how to build an argument
- 2 Prepare your argument
- 3 Make and qualify your claims
- 4 Support your claims
- 5 Identify and avoid logical fallacies
- 6 Engage the opposition
- 7 Use appropriate appeals

#### Argument

- Series of statements arranged in a logical sequence
  - Supported with evidence
  - Expressed to influence a reader

#### **Process of Building an Argument**

- Consider the audience, purpose, and topic
  - Identify the target audience and purpose
  - Generate ideas and gather evidence
  - Develop a line of reasoning
- Make and qualify the claim
  - Draw conclusions from the evidence
  - Add qualifiers to make the claim reasonable and acceptable

#### **Process of Building an Argument**

- Support the claim
  - Provide each point with evidence
  - Identify logical fallacies
- Engage the opposition
  - Make concessions
  - Develop rebuttals
  - Use appropriate appeals

### **Steps in Preparing an Argument**

- Consider the situation
  - Identify the purpose and audience
  - Evaluate a range of ideas
  - Collect evidence
- Develop a line of reasoning
  - Each point logically supporting the argument

### **Make and Qualify the Claim**

- Claim Thesis intended to be explained and defended to make the readers agree with it
  - Traits
    - Arguable
    - Defendable
    - Responsible
    - Understandable
    - Interesting

#### Distinguishing Claims from Facts and Opinions

#### Claim

• Conclusion drawn from logical thought and reliable evidence

#### Fact

• Statement that can be checked for accuracy

#### Opinion

• Personally held taste or attitude

### **Types of Claims**

- Truth
  - State whether something is or is not the case
  - Needs to be argued with care
- Value
  - Say that something does or does not have worth
  - Needs to be supported by a known standard or by establishing an agreed-upon standard
- Policy
  - Mandates that something can or cannot be done

### **Tips to Develop a Supportable Claims**

- Avoid all-or-nothing, extreme claims
  - Propositions using words that are overly positive or negative
- Make a meaningful claim
  - Avoid claims that are obvious, trivial, or unsupportable
- Use qualifiers
  - Words or phrases that make claims reasonable

## **Types of Evidence Used to Support the Claims**

- Observations and anecdotes
- Statistics
- Tests and experiments
- Graphics
- Analogies
- Expert testimony
- Illustrations, examples, demonstrations
- Analyses
- Predictions

### Guidelines for Using Evidence in Support of a Claim

- Prefer quality and variety
- Use inductive and deductive patterns of logic
  - Inductive reasoning works from the specific toward general conclusions
  - Deductive reasoning starts from accepted truths and graduates to reach a conclusion
- Reason using valid warrants
  - Claims and supporting reasons require a logical connection

#### **Logical Fallacies**

- Distorting the issue
  - Falsify an argument by twisting the logical framework
- Sabotaging the argument
  - Destroy reason and replace it with something hollow or misleading
- Drawing faulty conclusions from the evidence
  - Fabricate the argument by disrupting the logic with assumptions or faulty thinking

#### **Logical Fallacies**

- Misusing evidence
  - Abuse the evidence
- Misusing language
  - Fake the argument by the misleading use of words

### **Guidelines to Engage the Opposition**

- Make concessions
  - Acknowledge the argument's limits and the truth of other positions
  - Strengthens the argument by making it seem credible
- Strategies to develop rebuttals
  - Point out the counterarguments
  - Offer an opposing interpretation of the evidence
  - Address logical fallacies in the counterargument

### **Guidelines to Engage the Opposition**

- Consolidate your claim
  - Restate the claim in way that argument depends on it

### **Use Appropriate Appeals**

- Rules to build credibility
  - Being honest
  - Make realistic claims, projections, and promises
  - Develop and maintain trust
- Guidelines to make logical appeals
  - Engage readers in a positive manner
  - Use a suitable tone
  - Aim to motivate the readers

### **Use Appropriate Appeals**

- Show tact, respect, and understanding to the opposition
- Use arguments and evidence that readers can understand and appreciate
- Strategies to focus on readers' needs
  - Identify the readers
  - View readers as resistant
  - Use appeals matching needs and values

# **SUMMARY**

- Chapter defines argumentation
- In order to participate in a dialogue, one must be able to read and listen to others' arguments, analyze them and build one's own arguments
  - Identify weak arguments
  - Construct strong arguments

