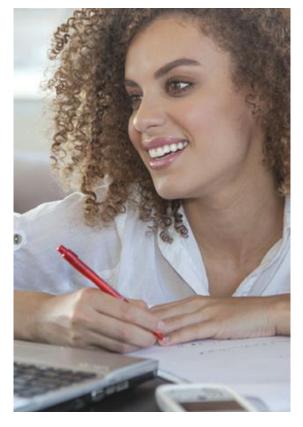
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Strategies for Argumentation and Persuasion

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

