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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*

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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*

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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

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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*

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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*

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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*

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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*