



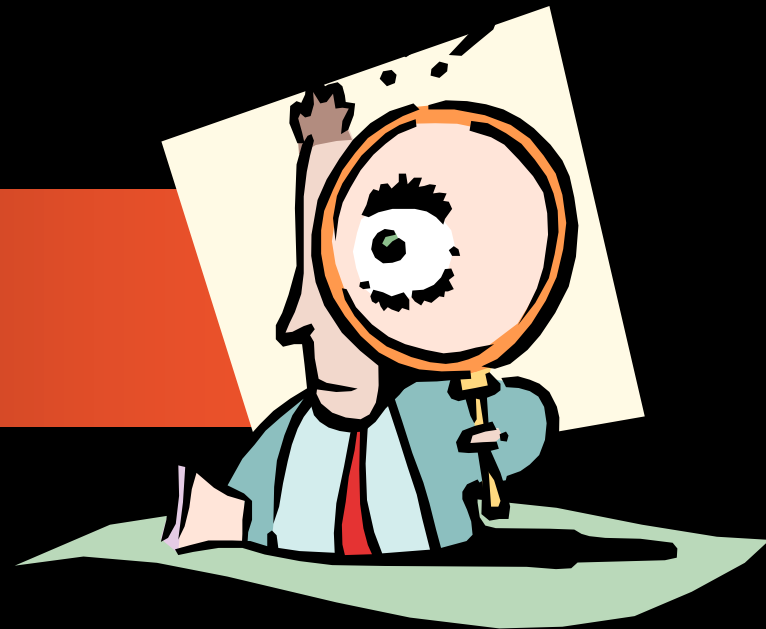
ARGUMENT

# THE IMPORTANCE OF ARGUMENT AND PERSUASION

- In everyday life...  
appealing a grade, asking for a raise, applying for a job, negotiating the price of a new car, arguing in traffic court
- In academic life...  
defending your ideas, engaging in intellectual debate
- On the job...  
getting people to listen to your ideas, winning buy-in, getting your boss to notice, getting cooperation, moving people to action
- In writing...  
irrefutably making your point, writing to be read
- In reading and listening...  
critically evaluating other's arguments, protecting yourself from unethical persuasive tactics, recognizing faulty reasoning when you see it

# WHAT EXACTLY IS AN ARGUMENT?

- an argument involves the process of establishing a claim and then proving it with the use of logical reasoning, examples, and research



# THE ESSENTIAL INGREDIENTS OF AN ARGUMENT

- An issue open to debate
- Your position on the issue
- Your reasons for that position
- Evidence to support your reasons  
experience, expert opinion, research, statistics



# PERSUASION VS. ARGUMENT

- persuasion and argument are often used interchangeably
- persuasion is a broad term, which includes many tactics designed to move people to a position, a belief, or a course of action
- argument is a specific kind of persuasion based on the principles of logic and reasoning

# PERSUASION VS. ARGUMENT

## **An argument**

influences the reader by using evidence and reasoning to express a point of view and uncover a truth for the reader.

Magazine and journal articles are arguments

## **Persuasion**

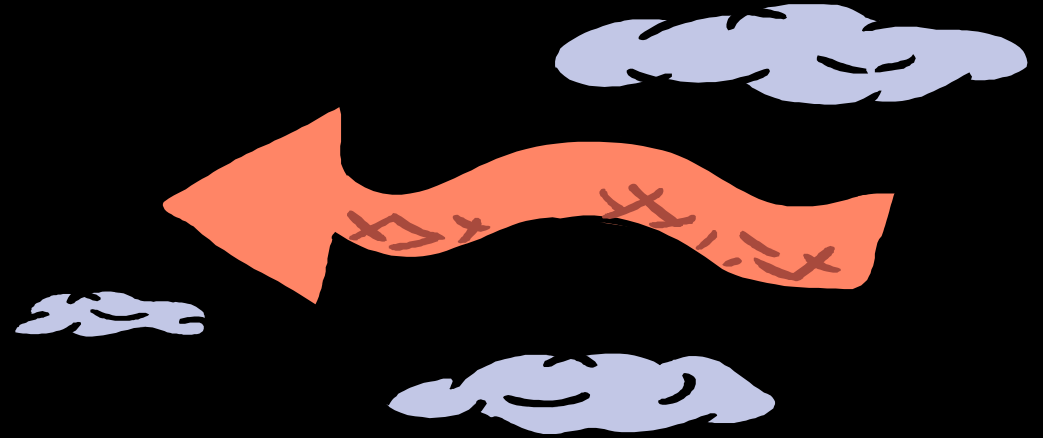
aggressively seeks to change the readers' opinion and stimulate an action based on the author's "truth."

Debate and advertising are forms of persuasion

# THE ARCHITECTURE OF ARGUMENT

**YOUR POSITION**

**THE OPPOSITION**

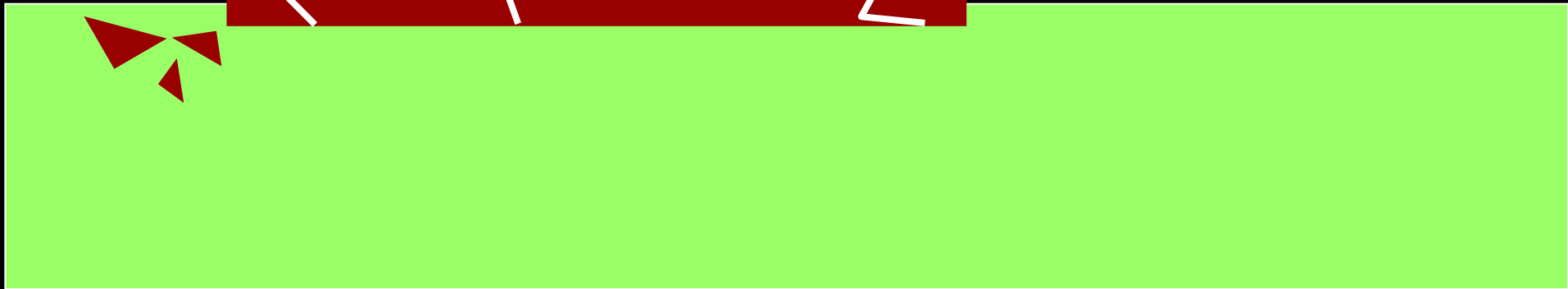


# THE ARCHITECTURE OF ARGUMENT

THE OPPOSITION

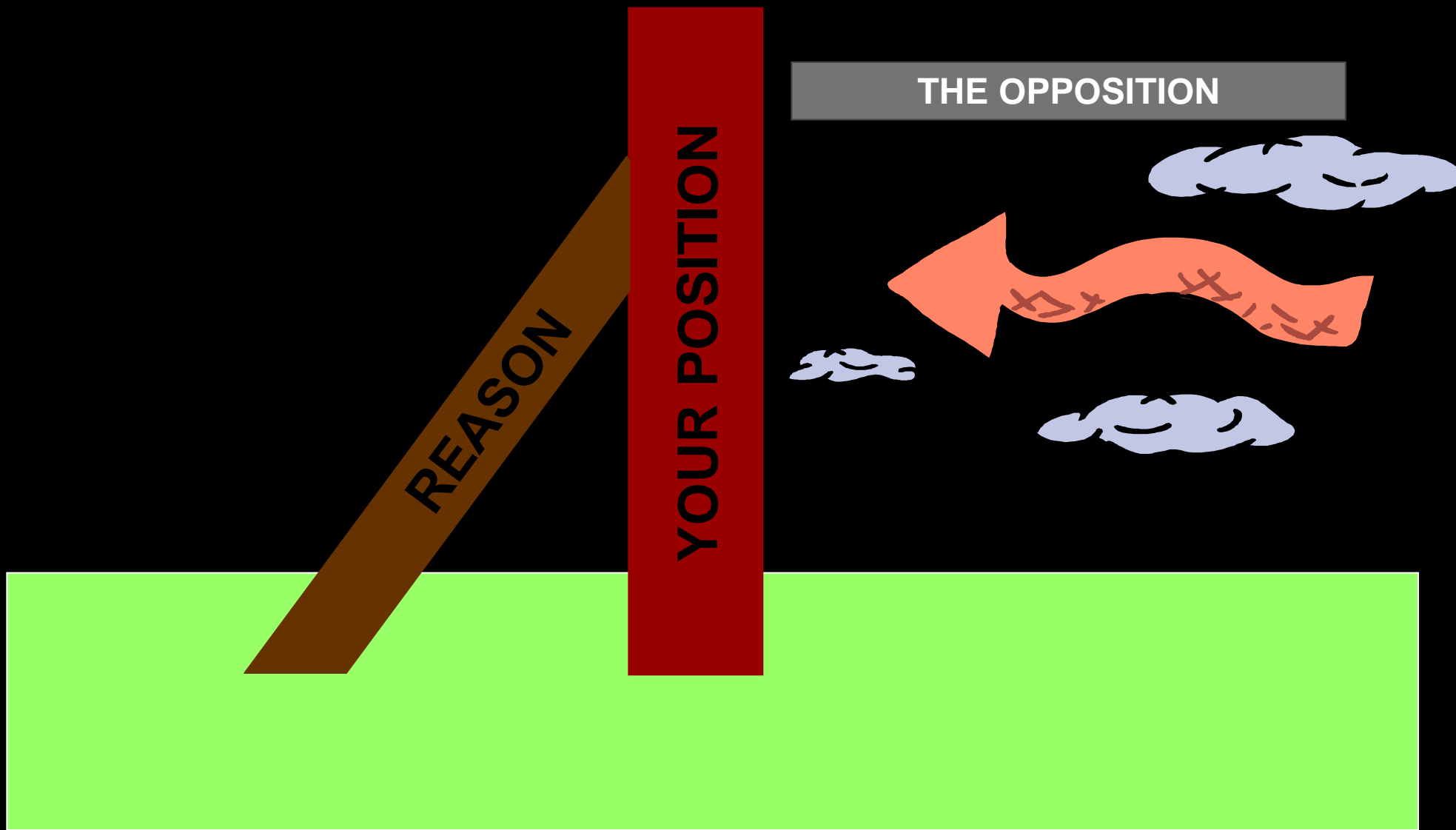


YOUR POSITION



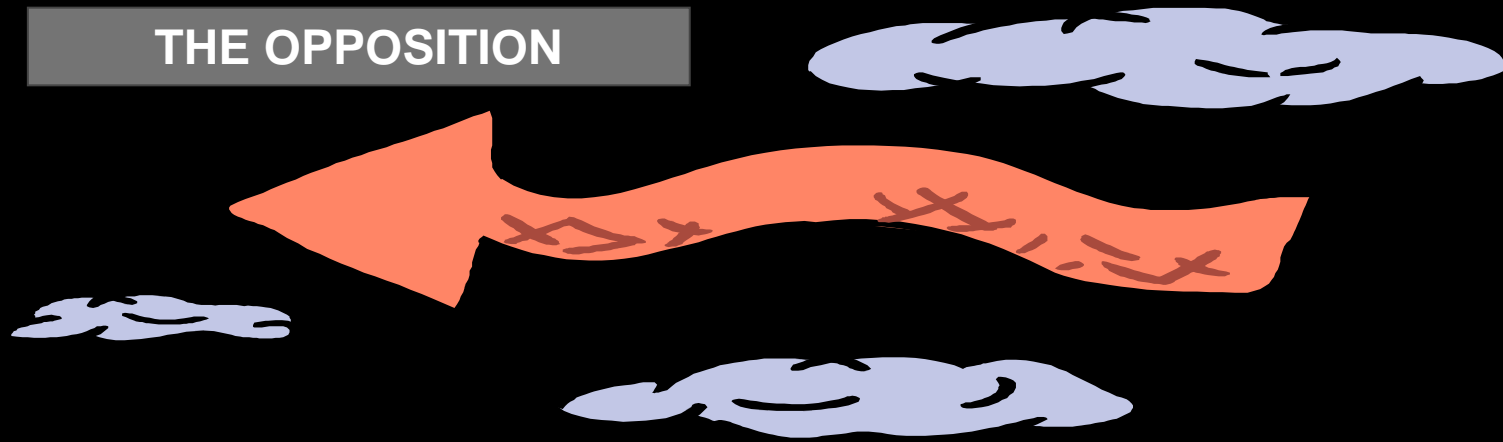


# THE ARCHITECTURE OF ARGUMENT



# THE ARCHITECTURE OF ARGUMENT

THE OPPOSITION

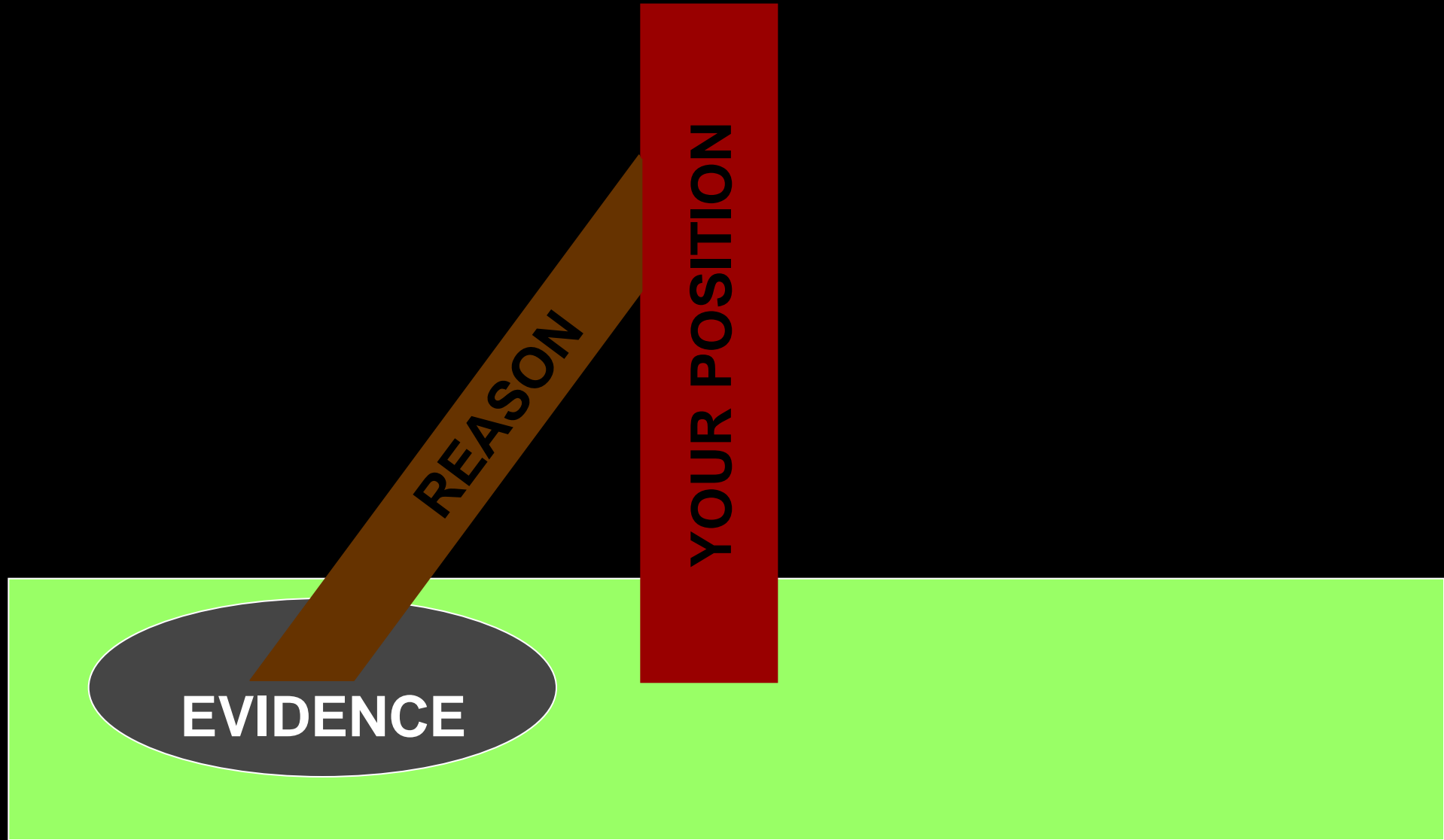


REASON

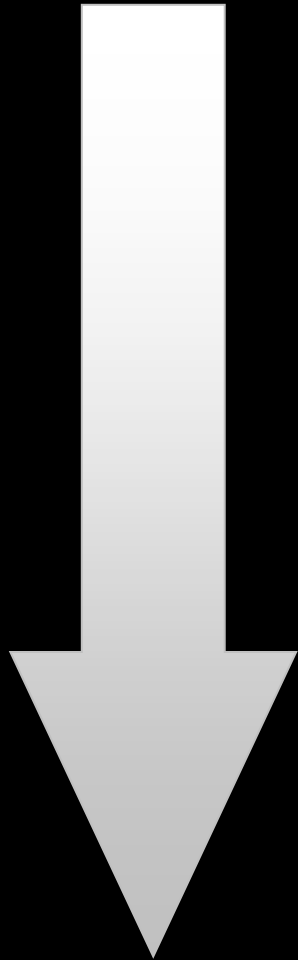
YOUR POSITION



# THE ARCHITECTURE OF ARGUMENT



# THE STRUCTURE OF CLASSICAL ARGUMENT



- ✓ Introduction
- ✓ Thesis Statement
- ✓ Background Information
- ✓ Reasons and Evidence
- ✓ The Opposing View and the Refutation
- ✓ Conclusion

# THESIS STATEMENT

- is most important sentence in your paper
- is an assertion
- is contentious
- answers the question: “What am I trying to prove?”
- brings focus to the entire essay
- lets the reader know the main idea of the paper
- is not a factual statement or an announcement of purpose, but a claim that has to be proven throughout the paper

WHICH THESIS STATEMENT IS THE MOST EFFECTIVE FOR AN ARGUMENT ABOUT THE NEED FOR V-CHIPS IN TELEVISION SETS?

- Parents, often too busy to watch television shows with their families, can monitor their children's viewing habits with the aid of the V-chip.
- To help parents monitor their children's viewing habits, the V-chip should be a required feature for television sets sold in the U.S.
- This paper will describe a V-chip and examine the uses of the V-chip in American-made television sets.

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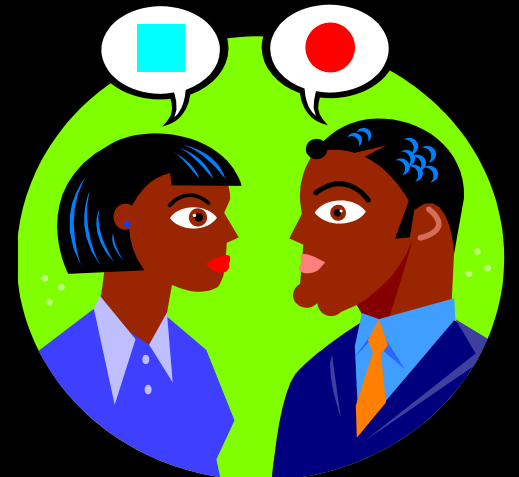
# USING A REASONABLE TONE

- Shows you are fair-minded and therefore adds to your credibility
- When you acknowledge the opposition with balanced language, it shows that you respect the opposing views
- No matter how passionate you are about the issue, don't resort to careless, harsh words; this would show more about you than the issue



# OFFERING A COUNTERARGUMENT

- Addressing the opposition demonstrates your credibility as a writer
- It shows that you have researched multiple sides of the argument and have come to an informed decision
- Remember, keep a balanced tone when attempting to debunk the opposition



# COUNTER-ARGUING EFFECTIVELY



## COUNTER-ARGUING EFFECTIVELY

conceding to some of your opposition's concerns can demonstrate respect for their opinions

remain tactful yet firm

using rude or deprecating language can cause your audience to reject your position without carefully considering your claims

