# Argument and Persuasion

## Stating Opinions and Proposals

# The Method

- It all starts with an opinion - something that people can agree or disagree with.

# The Method

- Move to action

- Speak your mind

- Convince someone to believe what you believe.

# Professions that require persuasion

- Lawyers

- Businesspeople

- Researchers

- Scientists

- Advertisers

# Persuasion vs. Argument

- Persuasion - Influence readers' actions by engaging their beliefs and feelings

- Argument - Win readers' agreement with an assertion or claim by engaging their powers of reasoning

- Oftentimes these techniques are combined.

# Reading Arguments Critically

- Analysis

- Inference

- Synthesis

- Evaluation

# Approaching Your Reader

- Share your view with readers willing to consider it.

- Express your view clearly and vigorously.

- Show that you understand your readers' views as well.

# Your Opinion

- State the truth as you see it.

- Writer and reader become two sensible people trying to find a common ground.

# Thesis Statement

- Your opinion is your thesis.

- Your thesis statement (opinion stated in a sentence [or two]) will typically appear in your first paragraph.

- Advanced writers may consider placing the thesis in the middle or end if it is done for a purpose.

# Evidence

- Facts

- Statistics

- Expert opinions

- Examples

- Reported experience

# Evidence

- Accurate

- Fairly represent the available facts and opinions

- Relate directly to your claims

- Ample to convince readers

# Appeals

- Rational - Reasoning
  (It makes sense.)

- Emotional - Feelings
  (You know readers' sympathies and beliefs and you can show how your argument relates to them.

# Emotional Appeal

- An emotional appeal gets the readers' blood pumping; it tugs on their heart strings.

- Show that your feelings are close to those of the readers.

# Ethical Appeal

- Showing that you are a well-informed person of good will, good sense, and good moral character.

- Therefore, you are to be believed.

# Ethical Appeal

- Collect ample evidence.

- Reason carefully.

- Use appropriate emotional appeal.

- Mind your tone.

# Appeals

- Ethos - Ethics (right and wrong)

- Pathos - Feelings

- Logos - Logic
  (what makes sense when you think
  about it)

# Reasoning

- The Toulmin Method

- Inductive Reasoning

- Deductive Reasoning

# The Toulmin Method

- Data - Evidence to prove something

- Claim - What you are proving with the data

- Warrant - The assumption or principle that connects the data to the claim

# Toulmin Example

- Data - Harry was born in Bermuda

- Claim - So Harry is a British subject

- Warrant - Since a man born in Bermuda will be a British subject

# The Warrant

- Assumption or generalization that explains why the claim follows the data

- In other words, it gives the reasons you hold your opinion.

# Is the Warrant Clear?

- Data - Drug abuse is a serious problem in the US.

- Claim - The US must help to destroy drug production in Latin America.

# The Warrant

- Warrant - As long as drugs are manufactured in Latin America, they will be smuggled into the US, and drug abuse will continue.

# Unstated Warrant

- If it is obvious, it need not be stated; however, if it is unclear and unstated, the reader may think the opinion is absurd.

# An Example

- She shouldn't be elected mayor because her husband has bad ideas on how to run the city.

# Another Example

- See page 521-22.

# Deductive Reasoning

- Begin with a general knowledge and predict a specific observation

- Syllogism - Three-step form of reasoning practiced by Aristotle

    - Premise - All men are mortal.

    - Minor Premise - Socrates is a man.

    - Conclusion - Therefore, Socrates is mortal.

# Another Example

- Major Premise - Conservative Republicans favor less government regulation of business

- Minor Premise - William F. Buckley, Jr., is a conservative Republican.

- Conclusion - Therefore, William F. Buckley, Jr., favors less government regulation of business.

# Inductive Reasoning

- Method of the sciences

- Collect bits of evidence on which to base generalizations

- You observe something over and over and then make a generalization about it.

- Inductive leap - moving from the evidence to the conclusion

# Inductive Reasoning

- Evidence - I saw twenty boys tuck in their shirts in the A building.

- Generalization - Boys tuck in their shirts in the A building.

# Logical Fallacies

# Non Sequitur
# It does not follow.

- Stating a conclusion that does not follow from the premise(s).

# Oversimplification

- Supplying neat and easy explanations for large and complicated phenomena.

# Hasty Generalization

- Leaping to a generalization from inadequate or faulty evidence.

# Either/Or Reasoning

Assuming that a reality may be divided into only two parts or extremes; assuming that a given problem has only one of two possible solutions.

# Argument from Doubtful or Unidentified Authority

- Is the source identified? Is it reliable?

# Begging the Question

- Taking for granted from the start what you set out to demonstrate.

- When you repeat that what is true is true.

- Where is your data!?

# Post Hoc, Ergo Propter Hoc
## After this, therefore because of this

- Assuming that because B follows A, B was caused by A.

# False Analogy

- The claim of persuasive likeness when no significant likeness exists.

# The Process

- Opinion

- Proposal

- Both

# Crescendo

Introduce your least important point first. Then build up to the strongest point you have.

# Evidence

- For each point, give facts, examples, expert opinions, etc.

- Use up-to-date statistics.

# Criticism / Counter Argument

- Throughout, at the beginning, or near the end.

- Reason with opponents; do not just dismiss them.

# Conclusion

- Briefly restate your claim, if possible in a fresh, pointed way.

- If you are using emotion, you may want to end with an emotional appeal.

# Humor

- You might try to get your reader to laugh on your side.

# Focusing Your Topic

- Time constraints

- Word / Page constraints