# Argumentative Texts and Writing

Academic Terms

# ARGUMENT

- An **argument** is a logical way of presenting a belief, conclusion, or stance. The thesis statement or main point that forms the basis for an argument within a text.

# CLAIM

- The thesis statement or main point that forms the basis for an argument within a text.

# COUNTER-CLAIM (ARGUMENT)

- An argument that is in opposition to the claim/position provided in a piece of argumentative writing. It is a means to provide a balance between the claim/position and its opposing views. This adds credibility to the writing by allowing a broader range of viewpoints.

# Reasoning

- A **reason** tells why. A reason makes someone care and tells the importance of the claim and the argument.
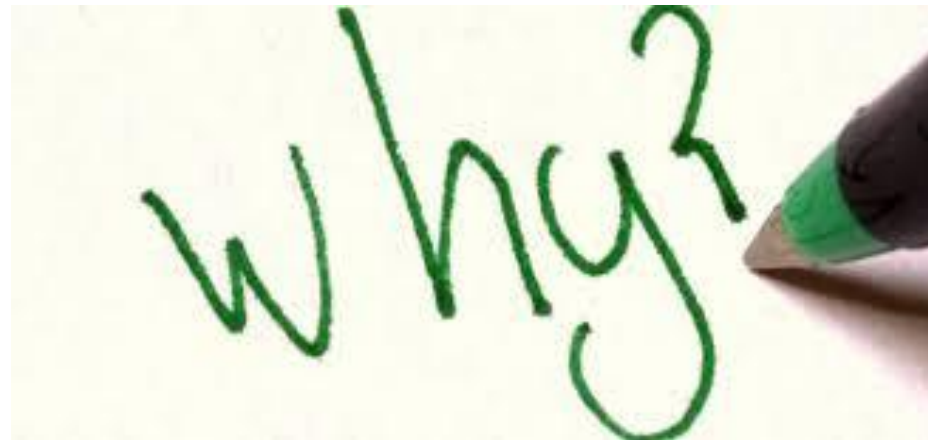
# EVIDENCE

- Facts, statistics, details, quotations, or other sources of data and information that provide support for claims or an analysis; can be evaluated by others.

# CREDIBILITY

- The quality of being believed or trusted

# WARRANT

- A **<u>warrant</u>** is the logical connection between a claim and a supporting fact. The warrant is something that most people would agree with, is tied to the claim without being controversial, and makes someone opposed to the claim more likely to consider the writer's argument.

- If someone makes a claim, he should have valid reasons -- or sufficient data -- to support that claim. The reason needs to have relevance to the claim. If the relevance of the reason, or **<u>warrant</u>**, is not well accepted, then there is room for disagreement as to the reasoning for the claim.

# BUILDING AN **ARGUMENT**

**MAIN IDEA**

Here's what I think...

**COUNTER ARGUMENTS**

Evidence to back up my reasons ↓

**Here are my REASONS!**

**You COULD argue that...**

1. _____
_____
_____

_____
_____
_____

2. _____
_____
_____

_____
_____

...but here's the **WEAKNESS...**

3. _____
_____
_____

_____
_____
_____

**CON**

**PRO**

When you weigh all the evidence, you conclude that...

**Strong Finish!**

_____
_____
_____

_____
_____
_____

# PARTS OF AN ARGUMENT – YOUTUBE VIDEO

- [https://www.youtube.com/watch?v=5ZFIL-A6r08](https://www.youtube.com/watch?v=5ZFIL-A6r08)

# MODES TO CONVINCE AUDIENCES

- Pathos

- Logos

- Ethos

# Pathos

- An appeal to emotion, means to persuade an audience by appealing to their emotions

- Often used to invoke sympathy (pity) or inspire anger

- Examples: a person having back problems after buying the "wrong" mattress, people enjoying themselves while drinking a particular soft drink, images of starving children to convince people to send money

# Logos

- Appeal to logic, means to convince an audience by use of logic or reason

- Involves facts and statistics

- Examples:  One glass of Florida orange juice contains 75% of your daily Vitamin C needs, since stabilizing in mid-2009…real household spending in the United States has grown in the range of 1 to 2 percent at annual rates.

# ETHOS

- The ethical appeal, means to convince an audience of the author's credibility or character

- The author shows the audience that he/she is a credible source and is worth listening to

- Examples:  nine out of ten dentists agree that Crest is better than any other brand, Americas dieters choose Lean Cuisine, or when a celebrity endorses a product to lend to its credibility.

# Persuasion

- **Persuasion** is used in writing to attempt to convince the reader to adopt a particular opinion or course of action. Newspaper editorials and letters to the editor use persuasion….so do advertisements and campaign speeches given by political candidates.

# PERSUASIVE VS. ARGUMENTATIVE

| Persuasive | Argumentative |
|---|---|
| **Starting Point:** Identify your topic and choose your side. | **Starting Point:** Identify your topic, research your topic, and decide which side to support. |
| **Purpose:** Get the reader to agree with your opinion. | **Purpose:** Get the reader to recognize your side of the argument is valid. |
| **Tone:** The tone is emotionally charged and more aggressive. | **Tone:** There is a calmer tone of just trying to get the reader to acknowledge the author's side is worthy of consideration. |

# PERSUASIVE VS. ARGUMENTATIVE

| Persuasive | Argumentative |
|---|---|
| **Techniques:**<br>1. Combines facts with emotions to convince the reader that the author is "right"<br>2. Emotion-based<br>3. Ignores counter claims<br>4. Presents only ideas that help establish a position<br>5. Only presents only one side: the author's side<br><br>6. Makes claims without evidence | **Techniques:**<br>1. Offers facts, reasons, and evidence to show the author has valid points<br>2. Logic-based<br>3. Acknowledges the opposing claims<br>4. May compare ideas to establish a position<br>5. Presents multiple sides but it is clear which is the author's side<br>6. Always provides evidence with claims |