

Introduction to *Argument*

Argument vs. Persuasion

- Definition of Argument
 - Reasoned inquiry-*logos*
 - Rational discourse
 - Seeking common ground-*ethos*
 - Rhetoric
- Definition of Persuasion
 - A question of belief and preference-*pathos*
 - Manipulate-able

Types of Argument

- Argument of Fact
 - Something is or is not the case
 - Causal argument
- Arguments of Value
 - Something is or is not desirable
 - Evaluations of quality or worth according to accepted criteria
- Argument of Policy
 - Something should or should not be done

Toulmin Model - terminology

- Claim - an assertion
- Support - data used as evidence, reasons, or grounds
- Warrant - assumption shared by the writer & the reader
- Backing - data/assurances to support the warrant
- Qualifier - restrictor
- Reservation - explains the qualifier
- Rebuttal - objections to claim and/or warrant

The Toulmin Sentence

- Because (data as support), therefore, or so (qualifier?) (claim), since (warrant), because, or on account of (backing), unless (reservation).
- Because of the new cell phone law, in most cases no one should call while driving since it is good to obey the law because if the law is broken it means a heavy fine unless, of course, there is an emergency.

Writing the Toulmin Sentence

- **Claim** - People should wear seatbelts
- **Support** - High rate of serious injury in accidents when seatbelts are not worn
- **Warrant** - Serious injury should be avoided
- **Backing** - serious injury is costly, painful, and dangerous
- **Qualifier** - Typically
- **Reservation** - cases where seatbelts may be dangerous like small children
- **Rebuttal** - High rate of serious injury when seatbelts *are* worn

Toulmin Sentence....

- Because of the high rate of serious injury in accidents when seatbelts are not worn, in most instances we should all wear seatbelts. This is true because avoiding serious injury is good. Serious injury can be costly, painful, and dangerous. Of course there are situations when seatbelts may be dangerous such as in the case of small children who might have their necks broken by the seatbelt. While some may say there is a high rate of serious injury when seat belts *are* worn, such as when the car goes underwater or bursts into flames, having a device to cut the seatbelt near at hand in such cases is better than not wearing a seatbelt at all.

Writing the Toulmin Sentence - Again

- **Claim** - Sweetened soft drinks should be removed from the school's vending machines
- **Support** - high obesity of teens in our school
- **Warrant** - sweetened soft drinks lead to fat teens
- **Backing** - obesity leads to heart disease and diabetes
- **Qualifier** - After it is cleared by the administration
- **Reservation** - People who need sweetened food in an emergency like diabetics
- **Rebuttal** - Tens should be encouraged to take responsibility for their own health and make their own decisions.