An **academic** argument is defined as...

- Taking a **debatable** position, presenting evidence and using sound **logic** to convince the audience to accept (or at least consider) your position. **This is where In the Media comes in** – to help build background!

**Note:** statements of personal preference or taste are not typically suited for an academic argument.
The Argument...in a nutshell

✓ A *solid* argument will typically include three essential elements:

1. Claims
2. Evidence
3. Warrants
Claims:

- In argumentative writing the writer presents a claim to the audience.
- **Claim**: a proposition that conveys the writer’s interpretations or beliefs about something.
- **Claims are not** facts but rather **conclusions** drawn from facts.
- The truth or validity of a **claim** can be argued by others and there is always an opposing point of view.
At five-feet-six and a hundred and ten pounds, Queenie Volupides was a sight to behold and to clasp. When she tore out of the house after a tiff with her husband, Arthur, she went to the country club where there was a party going on. She left the club shortly before one in the morning and invited a few friends to follow her home and have one more drink. They got to the Volupides house about ten minutes after Queenie, who met them at the door and said, “Something terrible happened. Arthur slipped and fell on the stairs. He was coming down for another drink—he still had the glass in his hand—and I think he’s dead. Oh, my God—what shall I do? The autopsy conducted later concluded that Arthur had died from a wound on the head and confirmed that he’d been drunk.

Murder or horrible accident?

Claim???
Claims:

- Make sure that when you are developing a claim (for whatever type of assignment), that the following conditions are met:

  1. The claim actually **conveys your interpretation** and is not a statement of fact.

  2. The claim(s) can be **supported by specific evidence**.
Claim Statements:

- A claim statement is typically just your position on the issue posed.

- Example: This year’s Junior AP students are better than any other cohort of Junior AP students because they constantly push to be the best in academics, athletics and the arts.
Evidence and Warrants:

- **Evidence:** support, data, or facts that are indisputable because they are grounded in solid, academic, reliable research.

- Evidence is used to support the claim.

- **Warrant:** logical connection/bridge between a claim and the supporting evidence.

- Sometimes the relationship between the claim and the evidence will be obvious and the writer won’t need to expound on the relationship between the two.

- Sometimes you will need to show the reader the connection.
At five-feet-six and a hundred and ten pounds, Queenie Volupides was a sight to behold and to clasp. When she tore out of the house after a tiff with her husband, Arthur, she went to the country club where there was a party going on. She left the club shortly before one in the morning and invited a few friends to follow her home and have one more drink. They got to the Volupides house about ten minutes after Queenie, who met them at the door and said, “Something terrible happened. Arthur slipped and fell on the stairs. He was coming down for another drink—he still had the glass in his hand—and I think he’s dead. Oh, my God—what shall I do? The autopsy conducted later concluded that Arthur had died from a wound on the head and confirmed that he’d been drunk.

Murder or horrible accident? Evidence/Data/Grounds?? Warrant/Bridge/Logic/Rule??
The Three Appeals of Argument
Ethos, Pathos, & Logos
The Three Appeals of Argument

Aristotle postulated three argumentative appeals: logical, ethical, and emotional. Strong arguments have a balance of all of these, though logical (logos) is essential for a strong, valid argument. Appeals, however, can also be misused, creating arguments that are not credible.

Logical Appeal (logos)

Logical appeal is the strategic use of logic, claims, and evidence to convince an audience of a certain point.

When used correctly, logical appeal contains the following elements...

- Unfair or dishonest
- Distorting or misrepresenting information (biased)
- Insulting or dismissive of other viewpoints
- Advocating intolerant ideas

Emotional Appeal (pathos)

Not surprisingly, emotional appeals target the emotions of the reader to create some kind of connection with the writer. Since humans are in many ways emotional creatures, pathos can be a very powerful strategy in argument. For this same reason, however, emotional appeal is often misused...sometimes to intentionally mislead readers or to hide an argument that is weak in logical appeal. A lot of visual appeal is emotional in nature (think of advertisements, with their powerful imagery.

You were given a handout that looks like this in class. Please review ethos, pathos and logos as well as the difference between a credible and an effective argument. You may also download this handout from my website.
Logical Fallacies

Please be sure you understand why a logical fallacy might be used and the impact it has on an argument.
Logical Fallacies

• What is a logical fallacy?
  A mistake in reasoning that seriously affects the ability to argue effectively.

• Why are they used?
  The writer is unsure if the argument is sound. When used deliberately, logical fallacies are used simply to win an argument and obscure the truth.
What happens when intelligent students, like you, identify/expose Logical Fallacies in a work?

- Logical fallacies tend to discredit parts or all of an argument.
- When a logical fallacy is deployed, it makes an argument less effective.
- A logical fallacy also creates mistrust between the audience and the writer. If a writer uses logic fallacies, how can the audience trust anything that the writer states?
Bias

• A place where the **writer** demonstrates their outlooks & **prejudices**—typically these are presented as facts, not opinions

• A bias argument lacks outside, credible research to support the writer’s argument

• You need to avoid arguments with an extreme and obvious bias
Pathos Pitfall

• An argument that uses only pathos is a flawed argument

• Why? Pathos is an appeal to emotions and an argument that relies on tugging at another’s heartstrings will only carry an argument for so long. It is an unstable argument that can easily be refuted by an alternative argument grounded in ethos and/or logos.
Circular Reasoning – restating argument with no proof.

Definition: the writer presents an arguable point as a fact that supports the argument—it is an argument that says absolutely nothing!!

Example: *Harry Potter* is a popular movie because it makes a lot of money. It makes so much money because people liked the movie. People like the movie because it is popular.
Hasty Generalization

Definition: writers **draw conclusions** about an **issue too quickly** without considering the complete issue.

Example: Some professional baseball players use performance enhancing drugs therefore all professional baseball players are drug addicts.
Either-or Arguments

Definition: reduce complex issue to black and white choices; this creates a problem that doesn’t really exist; this argument ignores choices & options to solving the issue

Example: Either we change the legal driving age to 18 or teenagers won’t be able to drive at all.
Definition: an argument that suggests one step will inevitably lead to more, eventually negative steps; this argument implies that the descent is inevitable & unalterable; speculative argument

Example: If elementary school children are forced to wear a school uniform then eventually middle schools and high schools will also require uniforms, and if they go to uniforms then public universities and colleges will also have to require uniforms.
Bandwagon Appeals

Definition: attempt to persuade people to do something or believe in something simply because everyone else is doing it or believes in it

Example: Everyone is doing the ice-bucket challenge for ALS, so you should too.
**Ad-Hominem** – attacking character of a person rather than his/her arguments.

**Definition**: arguments limit themselves not to the issues but to the opposition itself

**Example**: Presidential Candidate A claims that they are the better candidate because Presidential Candidate B doesn’t attend the opera and went to U of A, not ASU.
On my website is a very thorough and complete list of logical fallacies. Please download it to your iPad so that you can reference it throughout the year. 😊

On to Toulmin! Pull up posted copy of PowerPoint on iPad. Go!