

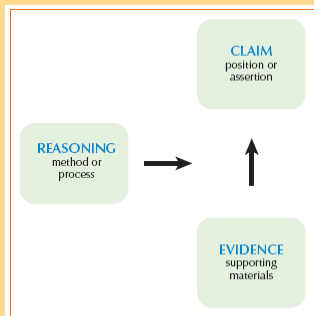
15 UNDERSTANDING ARGUMENT



What is an Argument?

- An **argument** makes a claim and supports it with evidence and reasoning.
- A **claim** is a position or assertion a speaker wants the audience to accept.
- **Evidence** refers to the supporting materials the speaker presents to reinforce the claim.
- **Reasoning** is the method or process used to represent the claim and arrive at the argument's conclusion.

Elements of an Argument



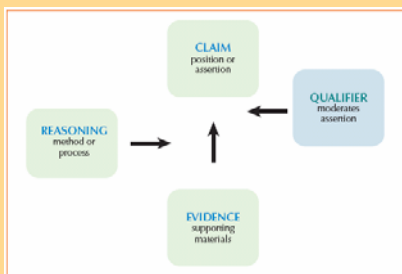
Types of Claims

- Conclusion
- Premise

Guidelines for Phrasing Claims

- To accept a claim, an audience must view it as reasonable
- Qualifiers provide a way to make your claims more reasonable to an audience
- A qualifier indicates the scope of your claim with words such as *probably*, *likely*, *often*, and *usually*

Elements of an Argument With Qualifier



Using Evidence Effectively

- Logical appeals (Logos)
- Appeals to speaker credibility (Ethos)
- Appeals to emotion (Pathos)
- Appeals to cultural beliefs (Mythos)

Guidelines for Evidence

- Keep your evidence relevant to your topic
- Draw your evidence from highly credible sources
- Select evidence from diverse sources
- Incorporate evidence addressing all types of appeals

Using Reasoning Effectively

- Deductive reasoning
- Inductive reasoning
- Causal reasoning
- Analogical reasoning

Avoiding Fallacies in Argument

- A fallacy is an error in making an argument
- Four main categories of fallacies:
 - Faulty assertions
 - Flawed evidence
 - Defective reasoning
 - Erroneous responses

Fallacies in Public Speaking

- Fallacies in claims
 - False dilemma fallacy
 - Begging the question fallacy
 - Slippery slope fallacy
 - *Ad ignorantiam* fallacy
- Fallacies in evidence
 - Red herring fallacy
 - *Ad populum* fallacy
 - Appeal to tradition fallacy
 - Comparative evidence fallacy

Fallacies in Public Speaking Cont.

- Fallacies in reasoning
 - Division fallacy
 - Hasty generalization fallacy
 - *Post hoc* fallacy
 - Weak analogy fallacy
- Fallacies in responding
 - *Ad hominem* fallacy
 - Guilt by association fallacy
 - Caricature fallacy
 - Loaded word fallacy

Chapter Videos



Websites

- Types of reasoning
http://changingminds.org/disciplines/argument/types_reasoning/types_reasoning.htm
- Logic and fallacies
<http://www.infidels.org/library/modern/mathew/1ogic.html>
