

Chapter Fifteen

Developing
Arguments for
the Persuasive
Speech



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What is an Argument?

⌘ *Argument*- a stated position with support, for or against an idea or issue.*



What is an Argument?

- ⌘ Stating a Claim
- ⌘ Providing Evidence
- ⌘ Giving Warrants*



What is an Argument?:

Stating a Claim

⌘ *Claim*- also called a proposition; declares some state of affairs, often stated as a thesis statement.

☒ Answers the question, "what are you trying to prove?" *

What is an Argument?:

Providing Evidence




⌘ *Evidence*- material that provides grounds for belief in a claim.

- ☑ statistics
- ☑ testimony
- ☑ facts
- ☑ examples
- ☑ narratives*

What is an Argument?:

Giving Warrants



⌘ *Warrant*- a statement that provides the logical connection between some evidence and a claim.

☑ Write down the claim.

☑ List each possible piece of evidence you have in support of the claim.

☑ Write down the corresponding warrants that link the evidence to the claim.*

Variations in Argument: Types of Claims, Evidence, and Warrants

- ⌘ Types of Claims
- ⌘ Types of Evidence
- ⌘ Types of Warrants*



Variations in Argument:

Types of Claims



- ⌘ *Claims of fact*- focus on conditions that actually exist, existed, or will exist in the future.
- ⌘ *Speculative claims*- probable answers to questions for which no answers exist.
- ⌘ *Claims of value*- addressing issues of judgement.
- ⌘ *Claims of policy*- recommend a specific course of action to be taken.*

Variations in Argument:

Types of Evidence

⌘ Audience Knowledge and Opinions

⌘ Speaker Knowledge and Opinions

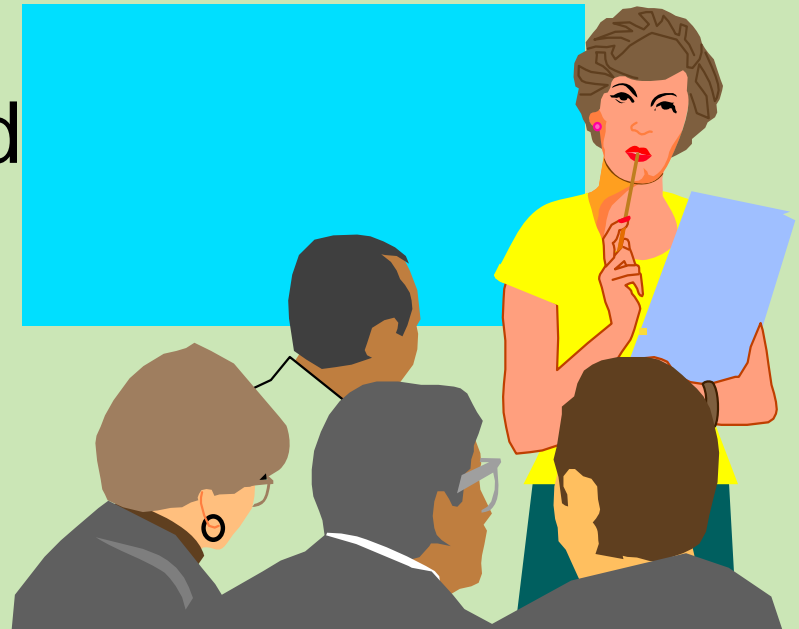
⌘ External Evidence

⌘ Tests of Evidence

⌘ relevance

⌘ timeliness

⌘ source credibility*




Variations in Argument:

Types of Warrants

- ⌘ *Motivational warrants*- use the needs, desires, emotions, and values of audience.
- ⌘ *Authoritative warrants*- rely on an audience's beliefs about the credibility or acceptability of a source of evidence.
- ⌘ *Substantive warrants*- operate on the basis of an audience's beliefs about the reliability of factual evidence.
- ⌘ *Warrants by cause*- offer a cause and effect relationship as proof for a claim.*

Variations in Argument:

Types of Warrants



⌘ *Warrants by sign-*
infer that such a close
relationship exists
between two
variables that the
presence or action of
one may be taken as
the presence or
action of the other.

⌘ *Warrants by analogy-*
compare two similar
cases and infer that
what is true in one is
true in the other.*

Refining the Argument



- ⌘ All attempts at persuasion are subject to counter-persuasion.
- ⌘ *Inoculation effect*- by anticipating counter-arguments and then addressing or rebutting them, you can “inoculate” your listeners against the “virus” of the viewpoints.*

Fallacies in Reasoning: The Pitfalls of Arguing

⌘ *Fallacy*- a false or erroneous statement, or an invalid or deceptive line of reasoning.

☑ Avoid making them in your speeches.*



Fallacies in Reasoning: The Pitfalls of Arguing

- ⌘ Begging the Question
- ⌘ Bandwagoning
- ⌘ Overgeneralization
- ⌘ Ad Hominem Argument*



Fallacies in Reasoning:

Begging the Question

⌘ Stating in an impressive sounding way a claim that really has no substance at all.*



Fallacies in Reasoning:

Bandwagoning

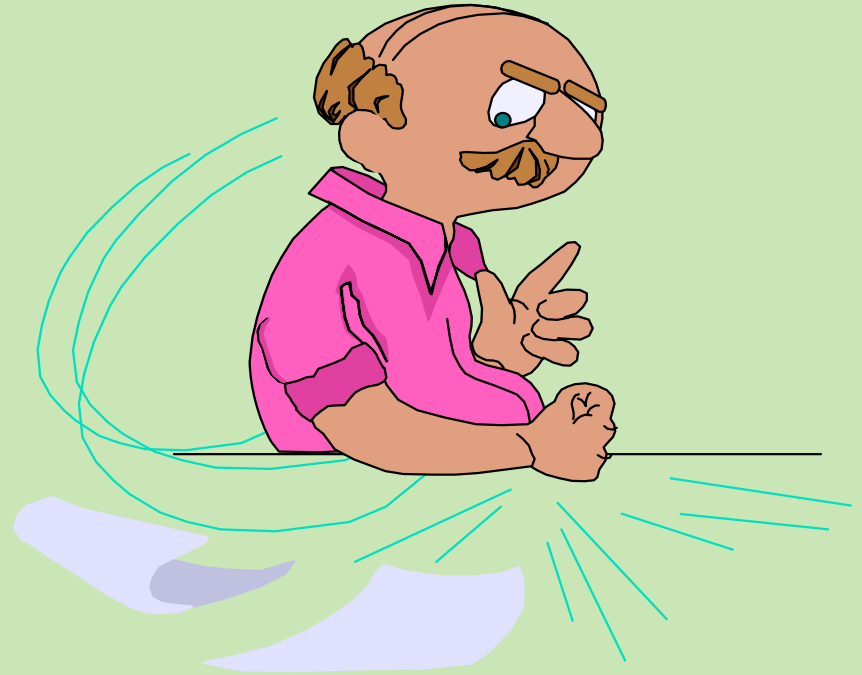
⌘ Assigning a claim greater substance by making it appear more popular than it really is.



Fallacies in Reasoning:

Overgeneralization

⌘ Attempts to support a claim by asserting that a particular piece of evidence is true for all persons concerned.*



Fallacies in Reasoning:

Ad Hominem Argument

⌘ Attacking an opponent instead of the opponent's argument.

☑ Attempting to incite an audience's dislike for an opponent.*

