

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# ***EVERYTHING IS AN ARGUMENT -***

## **CHAPTER 1:**

UNDERSTANDING ARGUMENT

# ARGUMENTATION – IS EVERYTHING AN ARGUMENT?

The word *argument* can feel negative because of a history in Western culture of “winner-takes-all.”

People often avoid argumentative discussions, or only discuss in “echo chambers,” arenas where they hear solely from people who think similarly to themselves.

The act of examining one’s values and beliefs, both for understanding and for communicating, as well as respectfully examining the beliefs and values of others is not inherently “winner-takes-all.”

An argument can be made through any medium – written, spoken, aural, visual, gestured, etc. – that expresses an opinion.

Some theorists claim that all language is inherently persuasive.

Obvious arguments make direct claims based on evidence.

Some theorists suggest that persuasion – understood as moving people to do more than nod their head in agreement – is best achieved via appeals to emotions such as fear, anger, envy, pride, sympathy, or hope.

Complex subjects are not debated in a straight line; rather, they are argued in entangled and overlapping arenas.

The effectiveness of an argument is determined by balancing the needs of the Writer/Speaker, the Purpose and Content (Text), and the Audience (Reader/Listener, intended and invoked).

# ARGUMENTATION - RHETORICAL TRADITION

Western argumentative education is founded upon the Greek cultural tradition of Rhetoric developed by Aristotle (and his contemporaries).

Contemporary educators are pushing for a switch to Comparative Philosophy, which includes global cultural traditions in the development of argumentative education.


Aristotle told students that they needed to know and understand and use the arts of rhetoric for two major reasons:

1. to be able to get their ideas across effectively and persuasively, and
2. to protect themselves from being manipulated by others.



# CATEGORIZING ARGUMENT

*\*Kairos:* the most suitable time and place for  
making an argument and the most opportune  
ways of expressing it



## BY PURPOSE:

To Convince  
and Inform

To Persuade

To Make  
Decisions

To Understand  
and Explore

## DEGREES OF ARGUMENTATION

Inform

Understand

Decide

Explore

Convince

Take Action



# BY WAYS TO ARGUE RESPECTFULLY:

Invitational Argument: An exploration of ideas that begins by trying to understand another's perspective.

Rogerian Argument: An argument that approaches audiences in nonthreatening ways, finding common ground and establishing trust among those who disagree about issues (both/and, win/win).

## BY OCCASION:

Forensic Arguments: Debates about what happened in the past.

Deliberative Arguments: Debates about what will or should happen in the future.

Epideictic or Ceremonial Arguments: Debates about the current values of a society, affirming or challenging its widely shared beliefs and core assumptions.

# BY KIND – STASIS (STATUS) THEORY :

Argument of Fact	A statement that can be proved or disproved with specific evidence or testimony (i.e. In a Courtroom)
Argument of Definition	A debate about the nature of a thing (i.e. In political policy)
Argument of Evaluation	A measurement of an individual person, idea, or thing against presented criteria and standards (i.e. In School)
Proposal Argument	An answer to the question, “Now what do we do?” after the facts of a controversy have been confirmed, definitions agreed upon, evaluations made, or causes traced (i.e. In a PhD Program)

## BY ARISTOTLE'S APPEAL TYPE:

### Pathos

- When writers/speakers use Emotion (fear, pity, love, anger, jealousy, etc.) to persuade their audience

### Ethos

- When writers/speakers use their Credibility (Trustworthiness, fairness, respect, background, shared values, etc.) to persuade their audience

### Logos

- When writers/readers use Logic, Reason, and Evidence (Facts, Statistics, Credible Testimony, Cogent Example, Sound Narratives) to persuade their audience (\*This appeal is given prominence and authority in Western Cultural Tradition)