

# **Effective Argument**

**Presented**

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# Learning objectives

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- ✘ Identify the argument.
- ✘ Define argument elements.
- ✘ Determine efficient claim characters.
- ✘ Identify features of argument.
- ✘ What are effective argument appeals?
- ✘ How do you organize the argument ?

# Definition

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- ✘ Argument is claim or proposition establishing process.
- ✘ It is proved by using the logical reasoning.
- ✘ It consists of conclusion and reasons (premises).
- ✘ Its purpose is convincing or persuasion.
- ✘ Effective argument is well-structure, persuasive and significant.



# Claim

What is your position for the issue?

What do you try to prove?

# Reason or Support

What is your supporting evidence?

# Elements of argument

# Opposition to claim

What is opposing argument?

# Warrant

What do the reader get out the argument ?

**Interpretive**  
**Specific**

**Reasonable**

**Contestable**  
**Significant**



**Characters of Efficient Claim**

# Features of argument

1. Author's position
2. Propositions and reasons
3. Line of reasoning
4. Conclusion
5. Persuasion
6. Use of signal words



# Effective Argument Appeals

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## ✘ Ethos

Influencing by authority

## ✘ Logos

Influencing by reasons

## ✘ Pathos

Influencing by emotions

How to appeal the audience to convince by your argument?



# Ethos

It is appeal to sense of reader

“Credibility”

It is achieved by:-

Examples displaying

Opposition expectation

Clear presentation of Author's  
position

Evidence presentation

Using a opposing sources

# Logos

It is appeal to logic of reader.  
It is achieved by:-

(1)

Full presentation  
of issue

(2)

Providing  
the evidence, facts,  
examples

# **Pathos**

**It appeals emotions of the reader  
It is achieved by dependence  
on the following:-**

**(1)  
Experiences**

**(2)  
Fears**

**(3)  
Shared values**

# How do you organize the argument ?

**Title**

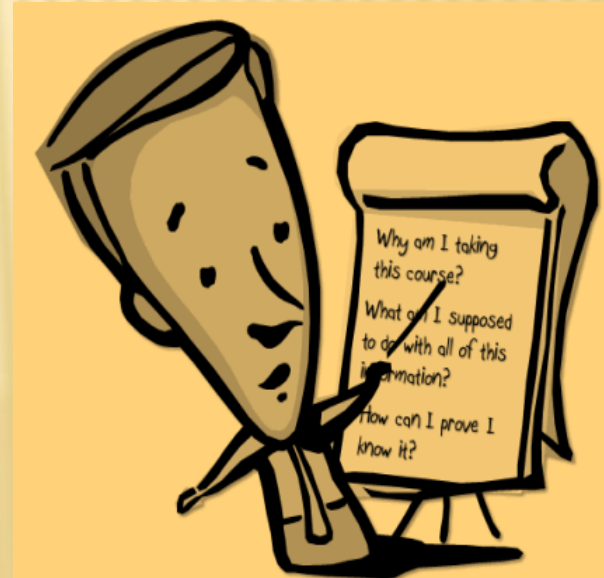
**Introduction**

Thesis  
statement

**Paragraphs**

Construct topic statements  
Build the main points  
Counter the opposition

**Conclusion**



# Example

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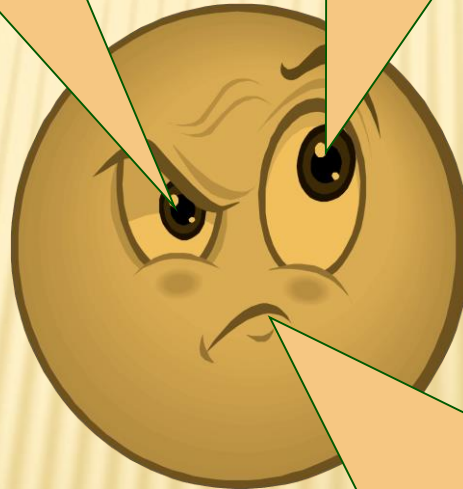
- ✘ Construct an argument about organ donation.
- ✘ Set strategy for convincing the audience by your position.
- ✘ Steps :
  - ✘ 1-
  - ✘ 2-
  - ✘ 3-
  - ✘ 4-
  - ✘ 5-

# Conclusion

## Effective argument

Arguable claim & Thesis

Supporting reasons & Evidence



Appeal the audience to agree with your argument

# Open Discussion

Answer

Question?



# References

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- ✘ **Cottrell, S. (2005).** Critical thinking skills: Developing effective analysis and argument. Basingstoke, Hampshire: Palgrave Macmillan, Chapter 4-7.
- ✘ **The structure of argument.** Introduction to logic, philosophy.lander.edu/logic/**structure**.html
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- ✘ **Rottenberg, A., & Winchell, DH. (2011).** The structure of argument, Bedford/St. Martin, ISBN 0312650698, 9780312650698.

***Thank you***

***Thank you***



***Thank you***

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