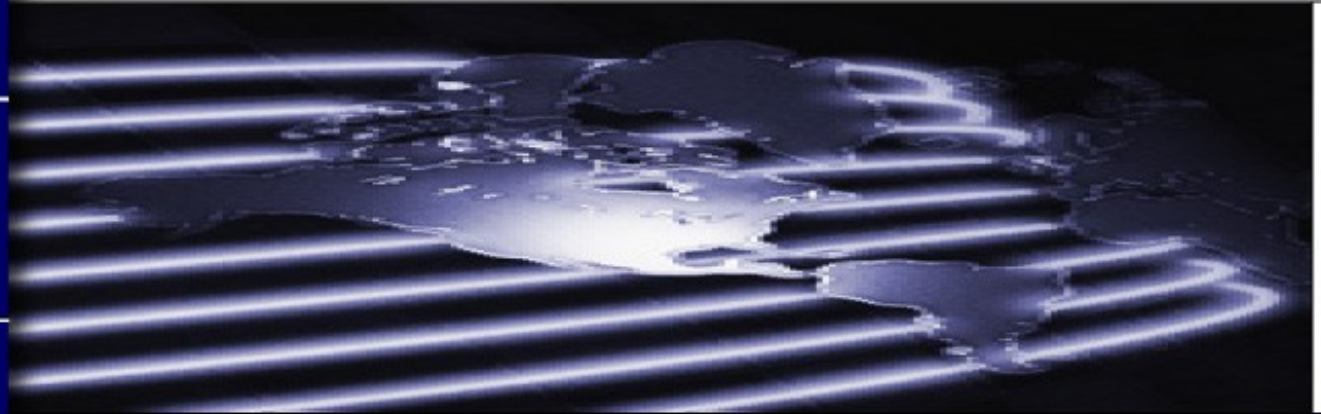


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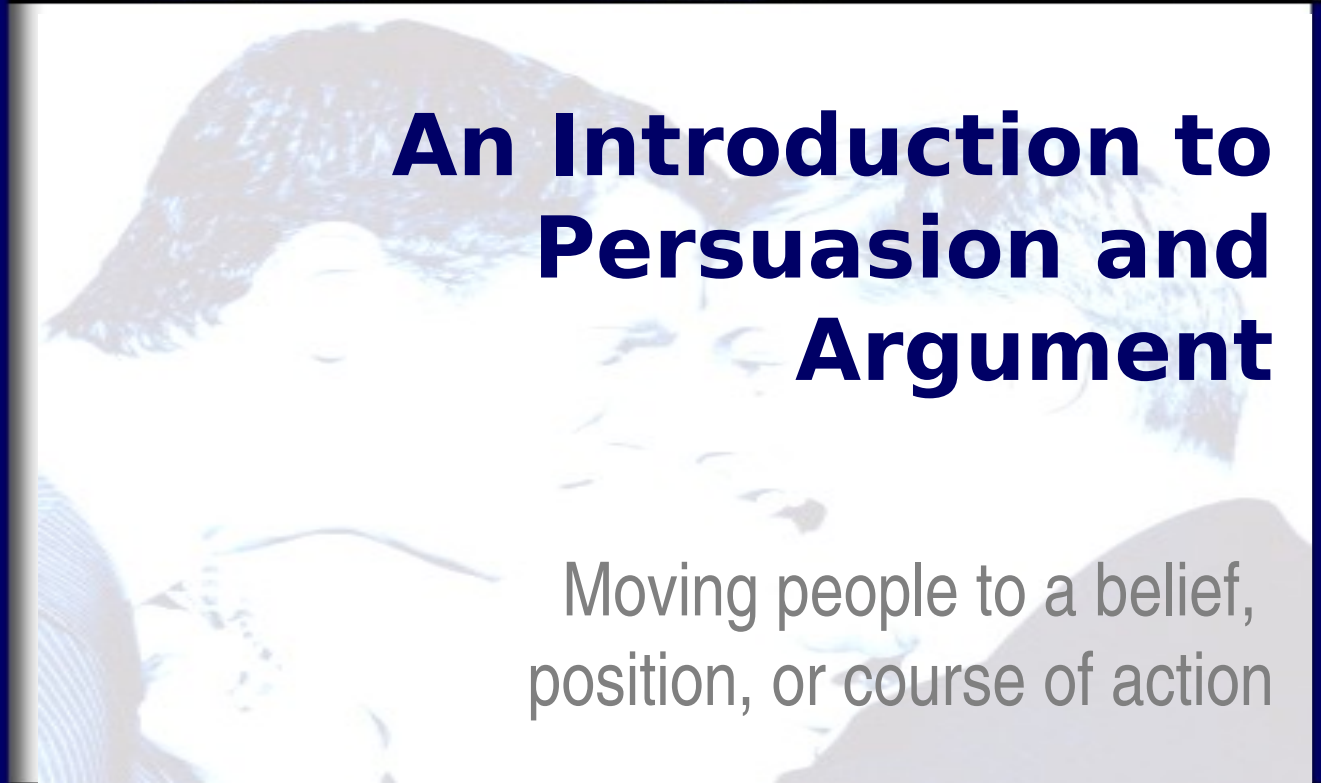
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Mike McGuire
MV Community College



An Introduction to Persuasion and Argument

Moving people to a belief,
position, or course of action



The Importance of Argument and Persuasion

- **In everyday life...**
appealing a grade, asking for a raise, applying for a job, negotiating the price of a new car, arguing in traffic court
- **In academic life...**
defending your ideas, engaging in intellectual debate
- **On the job...**
getting people to listen to your ideas, winning buy-in, getting your boss to notice, getting cooperation, moving people to action
- **In writing...**
irrefutably making your point, writing to be read
- **In reading and listening...**
critically evaluating other's arguments, protecting yourself from unethical persuasive tactics, recognizing faulty reasoning when you see it

What Exactly is an Argument?

- an argument involves the process of establishing a claim and then proving it with the use of logical reasoning, examples, and research



The Essential Ingredients of an Argument

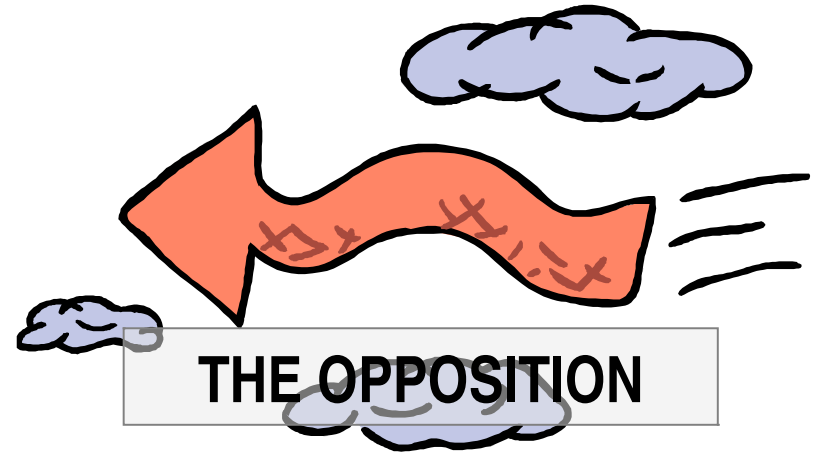
- An issue open to debate
- Your position on the issue
- Your reasons for that position
- Evidence to support your reasons
experience, expert opinion, research, statistics



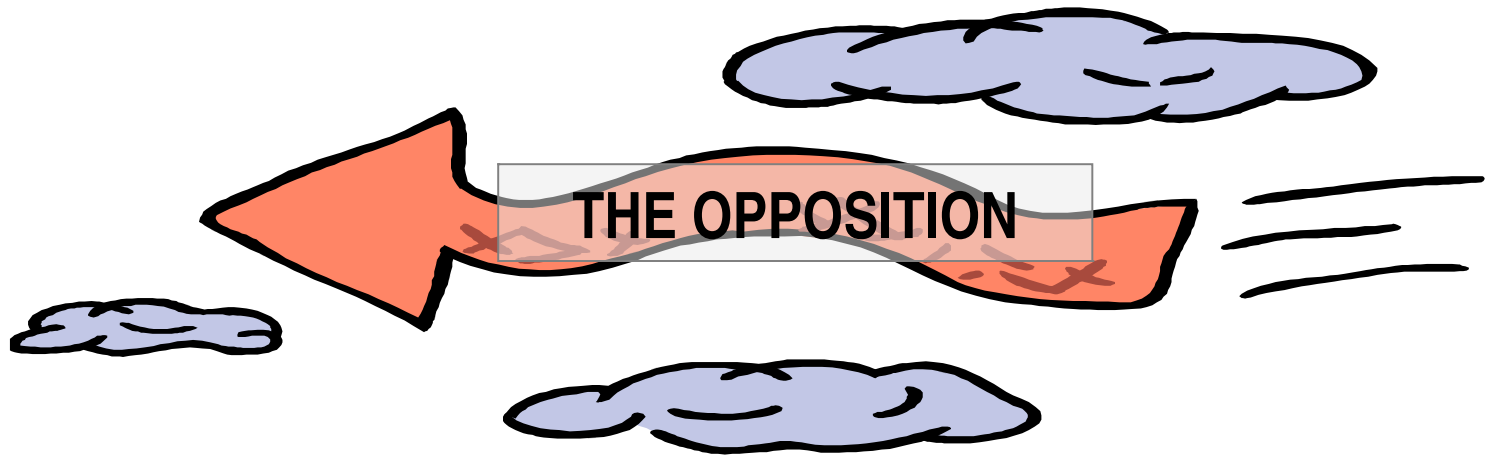
The Architecture of Argument

YOUR POSITION

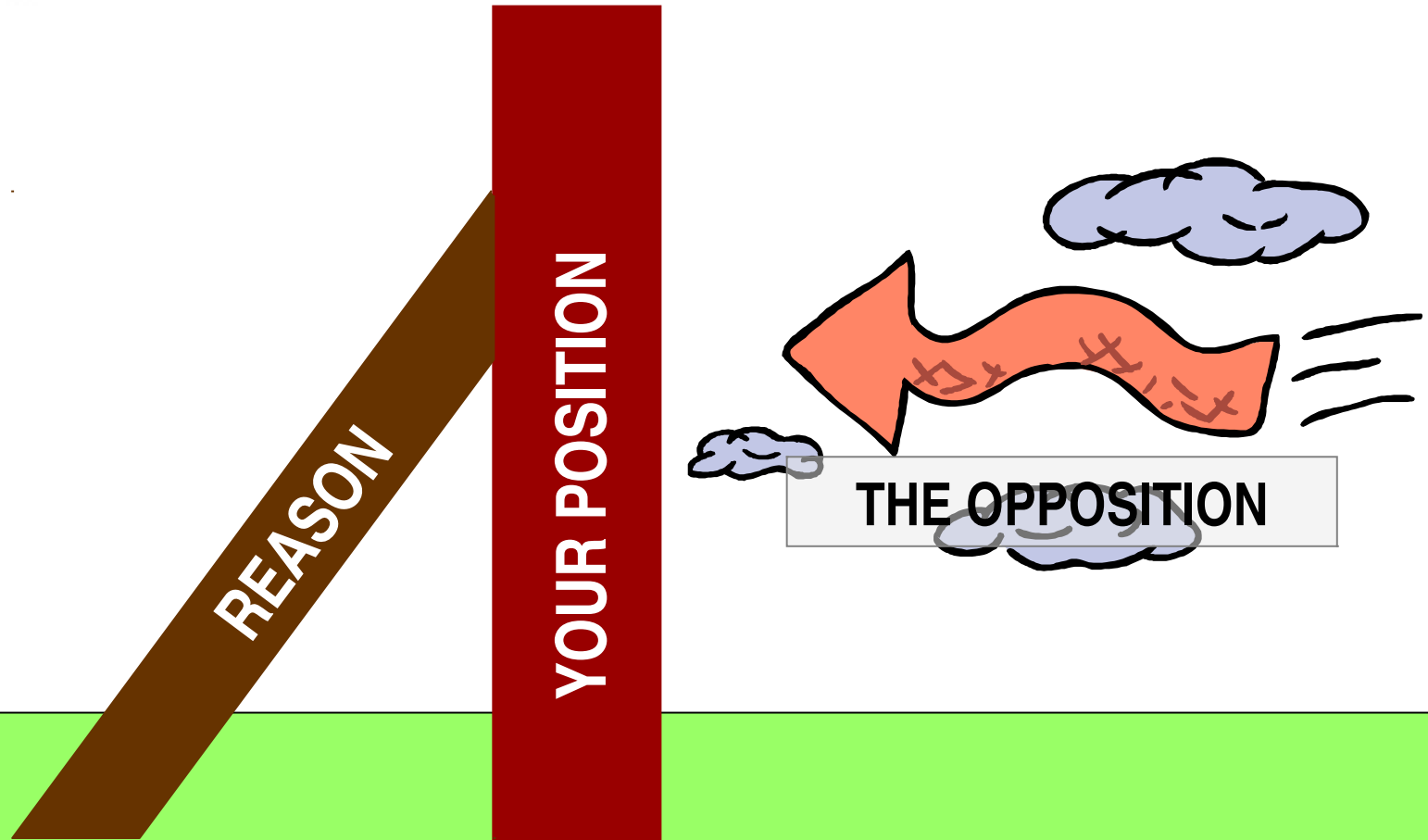
THE OPPOSITION



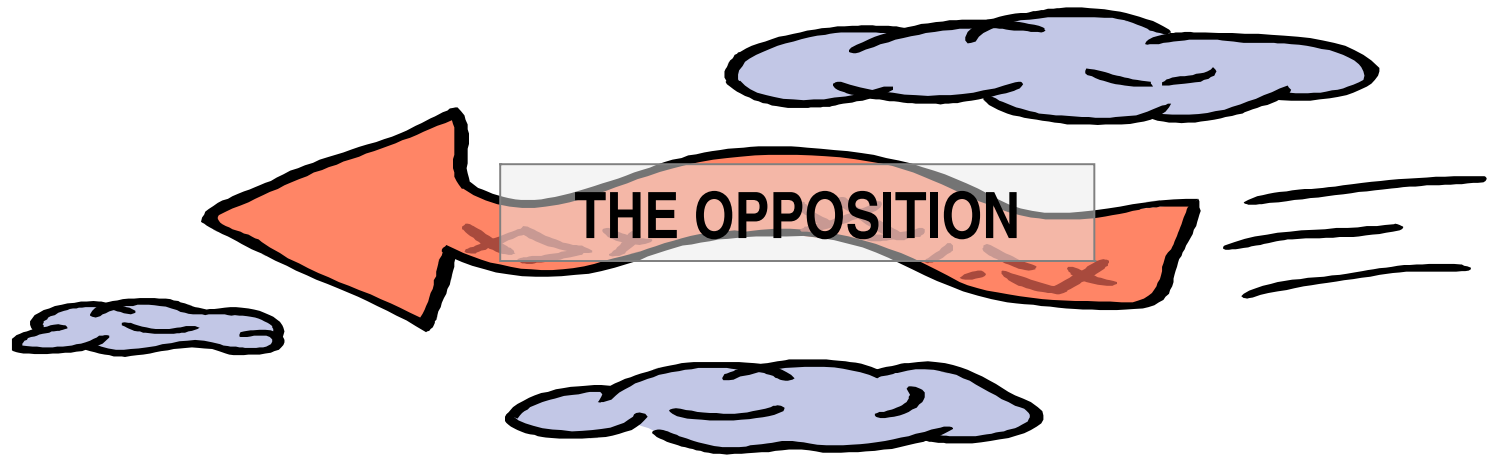
The Architecture of Argument



The Architecture of Argument



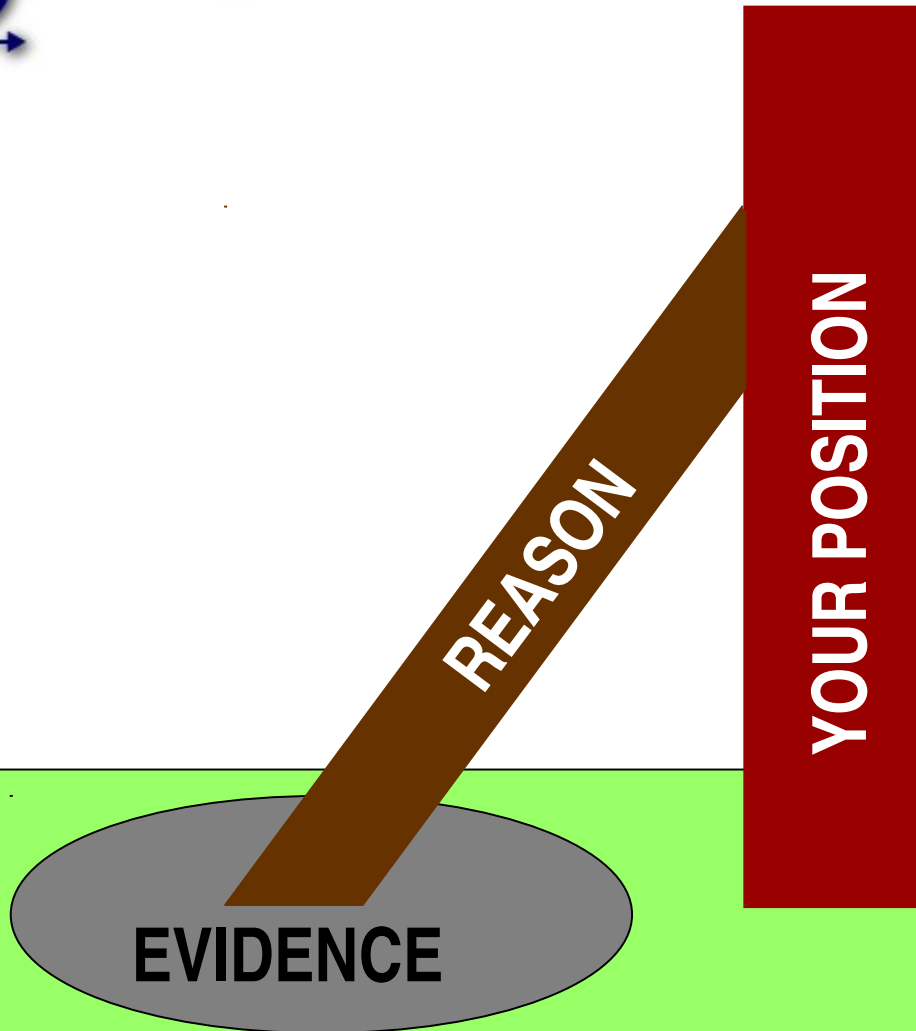
The Architecture of Argument




REASON

YOUR POSITION

The Architecture of Argument



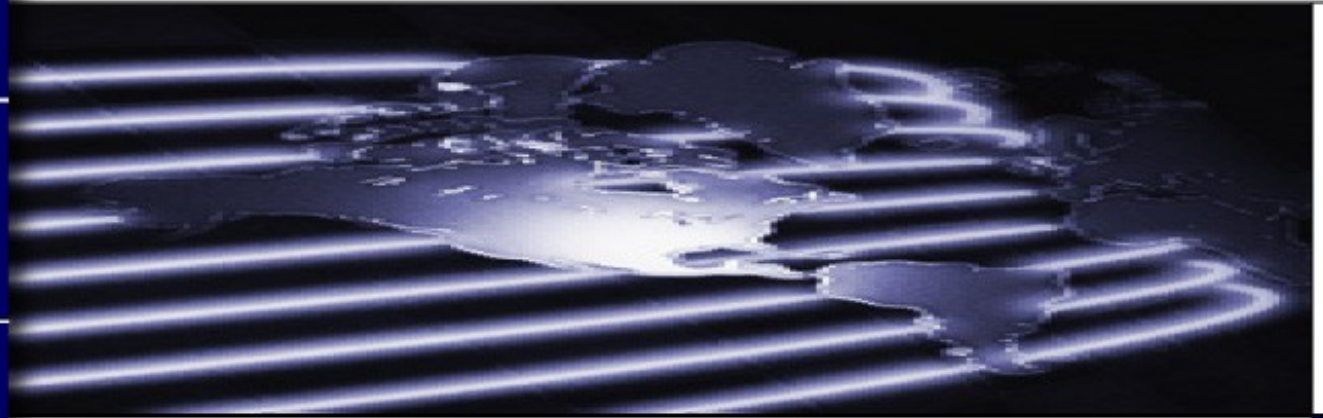
The Structure of Classical Argument

- 
- ✓ Introduction
 - ✓ Thesis Statement
 - ✓ Background Information
 - ✓ Reasons and Evidence
 - ✓ The Opposing View and the Refutation
 - ✓ Conclusion

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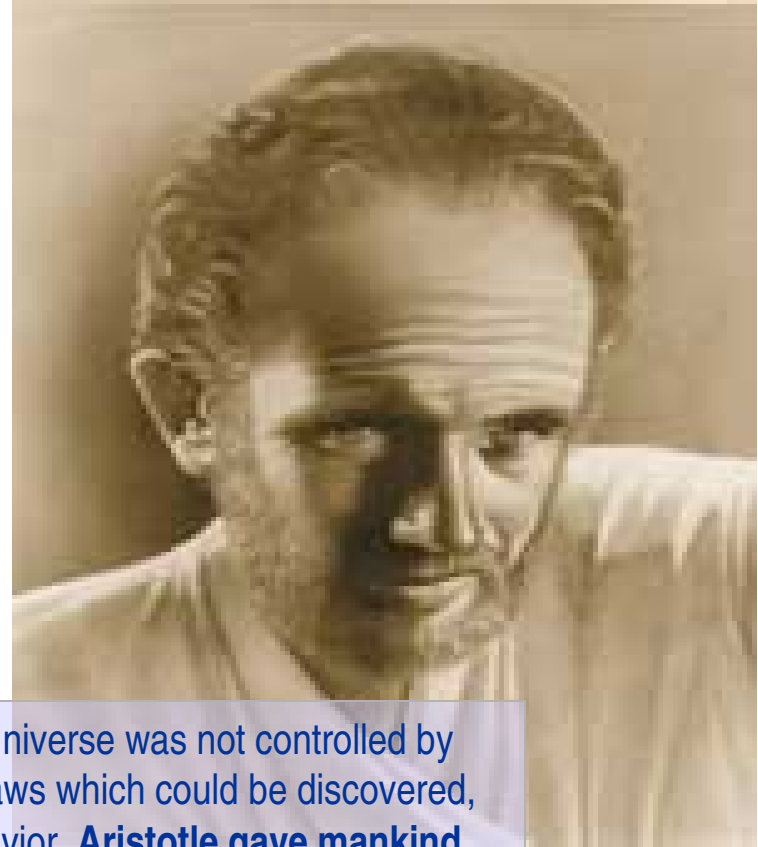


The Three Persuasive Appeals

Logos, Pathos, and Ethos

Aristotle (384-322 BC)

- philosopher
- author
(170 books; 47 surviving)
- teacher
- scientist



His primary gift to the world was proof that the universe was not controlled by blind chance or magic, but by a set of rational laws which could be discovered, analyzed, and catalogued to guide human behavior. **Aristotle gave mankind the gift of logic.**

Three persuasive appeals

- Logos (Logic)
 - The appeal to reason
- Pathos (Emotion)
 - The appeal to emotion
- Ethos (Credibility)
 - The appeal of one's character



All persuasive appeals are really about involving your audience.

Example of emotional appeal (Pathos)

“For Brutus, as you know, was
Caesar’s angel. Judge, O you
gods, how dearly Caesar lov’d him!
This was the most unkindest cut of
all”

– from *Julius Caesar*



Leveraging your credibility

(Ethos)



- credibility is the audience's response to you as the source of the message
- credibility has three sources:
 - knowledge
 - image
 - relationships

Questions to test credibility

- Has the reader been able to rely on what you have said in the past? If they are unfamiliar with you...
- Do you know what you're talking about? Are you familiar with all sides of the issue?
- Have you done your research on the issue?
- Have you documented your research thoroughly and accurately?
- Have you thoughtfully addressed the opposition?



Example of logical appeal

(Logos)




“I think; therefore, I am.”


- There is no room for the clouds of emotion in this straightforward formula; it makes purely a logical appeal.

Logic is the most important and the most effective of the persuasive appeals.

Some Ways to Use the Three Appeals



Credibility	Logic	Emotion
<ul style="list-style-type: none">▪ Show that you are fair- and open-minded▪ Point to other “experts” or an authority other than yourself▪ Cite research▪ Show why people should listen to you and believe you	<ul style="list-style-type: none">▪ Rely primarily on facts▪ Use deductive or inductive reasoning to reach your conclusion▪ Use classical argument, including reason and evidence to support your claim	<ul style="list-style-type: none">▪ Use emotionally charged or highly connotative words▪ Appeal to peoples fears, concerns, passions, vanity, sense of justice, and so forth▪ Take advantage of rhythm and refrain in language



*If you wish to persuade me, you
must think my thoughts, feel my
feelings, and speak my words.*

–MARCUS TULLIUS CICERO