Invitational Argument – invites others to explore or “enter a space of mutual regard” (not aiming to win).

Rogerian Argument – finding common ground and establishing trust with those who disagree (approaching audience in non-threatening way)

An argument’s effectiveness depends on:
- The purposes
- The context surrounding the plea
- The people it seeks most directly to reach

5 Purposes of Argument

1. To Inform
   - communicates something to an audience they didn’t know
   - brings recognition to someone or something

2. To Convince
   - satisfy readers (rather than win out) with knowing the issue was thoroughly examined and that it merits serious attention

3. To Explore
   - often not an opponent
   - maybe e deeply personal
   - addresses serious problems in society

4. To Make Decisions
   - examining the pros and cons

5. To Meditate or Pray
   - hoping to transforms something in him- or herself or to reach a state of equilibrium or peace of mind

<table>
<thead>
<tr>
<th>Argument</th>
<th>Persuasion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pursuit of truth</td>
<td>To change a point of view</td>
</tr>
<tr>
<td>Seeking conviction</td>
<td>[due to conviction]; to take action</td>
</tr>
</tbody>
</table>
Occasions for Argument

Aristotle classified purposes of argument based on TIME – past, present, and future.

Arguments about the PAST – Forensic Arguments
- what happened cases (business, government, academia)
- rely on evidence and testimony, precedents, and analysis of cause and effect
- arguments about history (Columbus…1492?)
- allusions = effective tool

Arguments about the FUTURE – Deliberative Arguments
- What will or should happen? (i.e. should homosexuals be allowed to marry?)
- rely on prior forensic arguments
- draw on evidence and testimony
- advance by means of projections, extrapolations, and reasoned guesses

Arguments about the PRESENT – Ceremonial Arguments
- regard contemporary values (ethical premises and assumptions)
- heard at public gatherings (sermons, eulogies, grad speeches, inaugural address)
- should be passionate and eloquent…rich in anecdotes and examples

KINDS of Arguments
Status/STASIS

Stasis Theory – a series of questions to examine legal cases (help determine point of contention, where to focus energy to build a case)

Questions:
Did something happen?
What is its nature?
What is its quality?
What actions should be taken?
Kinds/Stasis cont…

Arguments of FACT – Did something happen?
A statement that can be proved or disproved with specific evidence and testimony

Argument of DEFINITION – What is the nature of the thing?
Involves determining whether a known action/object belongs in a more contested category

Argument of EVALUATION – What is the quality of the thing?
Qualifying the claim…advances by presenting criteria and measuring people, ideas, or things against those standards.

Argument of PROPOSAL – What actions should be taken?
Need all previous questions addressed to determine if action should be taken.

AUDIENCE!

Writers must **intend to communicate** to a particular audience considering **context** (social, cultural, linguistic, economic, geographic, and institutional).

**Appealing to Audiences**

<table>
<thead>
<tr>
<th>Ethos</th>
<th>Ethical/based on a writer’s authority and credibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation of the self</td>
<td></td>
</tr>
<tr>
<td>Authoritative/trustworthy</td>
<td></td>
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<tr>
<td>Demonstrating your knowledgeable (mentioning qualifications w/out boasting)</td>
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<tr>
<td>Highlight values you and your audience share</td>
<td></td>
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<tr>
<td>Demonstrate you’re fair and understanding (empathetic)</td>
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<tr>
<td>Show respect</td>
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<table>
<thead>
<tr>
<th>Logos</th>
<th>Logical/appeals to reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facts, stats, credible testimony, cogent examples (sound reason)</td>
<td></td>
</tr>
<tr>
<td>Assume general principle (aka major premise) using inductive and deductive reasoning</td>
<td></td>
</tr>
</tbody>
</table>

Pathos
Emotional/appeals to the heart
- Needs to capture audiences attention
- Concrete, descriptive, and figurative language
- Powerful visuals
Rhetorical Dynamic

**Topic/Message**
(logical)

**CONTEXT**

**Audience/Readers**
(pathos)

**Speaker/Writer**
(ethos)

Claim – the point that is being made…all arguments have a claim

**Functions/How they work:**
- definition – explains what something means
- value – judges some quality
- cause – linked to “effect” w/reasons for it
- policy – suggests particular course of action