Language chapter 1

- Argument can be any text written spoken visual...Expresses point of view
- Composed deliberately to change what people believe think and do
- Convince that facts are reliable certain views considered
- Obvious arguments drawn from direct claim based on or drawn from the evidence
- Invitational argument: invite others to enter a space of mutual regard and exploration
- Many purposes of arguing as for using language including addition to winning to influence/convince/explore, make decisions meditate and pray
- Many arguments aimed at winning
- Arguments is to use evidence and reason to discover some version of truth (conviction)
- Aim or persuasion is to change the point of view or to move other to conviction to action (persuasion)
- Persuasion is writing aggressively designed to change opinions through reason and appropriate techniques
- Writing that sets out to persuade at all costs abandoning fairness reasoning and truth is propaganda
  - Advertising
- Rogerian argument: based on approaching the audience in non-threatening ways and on finding common ground and establishing trust among those who disagree about issues
  - Seek to understand the perspective of those with whom they disagree and look of a solution
- Many arguments are not especially argumentative, the purpose is to tell the audience something that they did not know
- Like in selling something you must first tell your costumer that it exists
- Academic articles typically aim to convince readers rather than win over opponents
  - People disagree shaped the argument
- Want to move audiences enough to be able to move them to action
  - Buy product
  - vote
  - support policy
- devices of rhetoric to motivate action produce change and win point
- call for argument = exploration
- expletory arguments may be personal or aimed at addressing serious problems in society
- the arguments says that the problem exists and the writer or the reader must solve it
- result of many expletory arguments is a particular decision
- arguments may take form of prayer meditations on a theme most often hoping to transform something in self or reach a state of equilibrium or peace of mind
- describing argument as evidence is usually pointless endless and silly
- academic arguments is held on standards of a professional field or discipline
  - psychology engineering political sciences English
- arguments identify public occasions that can for them
- Aristotle = formula based on issue of time
  - Past future present
- Debated what has happened in the past are called forensic arguments
- Rely heavily on precedents: actions and decisions in the past that influence policies and decisions in the present
  - Analysis of cause and effect
- May also be arguments about character
- Debated about what will or should happen in the future are deliberative arguments
  - Legislative congress for parliaments
  - Happened in past influences the future
  - Rely often on forensic arguments
    - Testimony
- Advance by means of projections extrapolations and reasoned guesses
- Contemporary values called epideictic arguments or ceremonial arguments
  - Public occasions inaugural addresses or sermons eulogies graduation speeches and civic remarks of all kinds
- Statis theory: categorizes arguments must consider status and the kind of issue addressed
  - something happen
  - what is nature
  - quality/cause
  - what action should be taken
- An argument of fact usually involves a statement that can be proved or disproved with specific evidence or testimony
- An argument of definition often involves determining whether one known object or action belongs in a 2^nd category
- Arguments of evaluation move forward typically by preserving criteria then measuring individual people ideas and things against those standards
  - Standard is explored both argumentatively and implied weight of evidence
- Arguments of definition lead to arguments of or about quality
- Question of causality certainly plays a role in many political social and scientific controversies
- Writers 1^st have to explain and describe a problem so well that readers ask what can we do
  - To begin you have to prove that there is a problem
  - Problem to solution
  - Technology and money cab help with a solution
  - Proposal arguments = 😊
- No argument can be effective unless it speaks well to others
  - Audience for argument
  - Address informal reader
  - Involved readers represented by text
- Writers cant usually control who the real readers are
- Text changes and evolves perspectives as readers bring to argument
- Aristotle and ethos pathos and logos
- Concrete and descriptive language can paint pictures on readers minds pathos builds the bridge
- Logos: presentation of self
  - Ethical appeal to audience = you know what you’re talking about
- Logos: logic
- presentation of facts statistics credible testimony logical examples narrative story that embodies the reason to support the argument
- give or take involved and the argument and exists in particular context that influential it can be shaped and how others will react the rhetorical situation is in short hand phrase fo this entire set of concerns
- rhetorical situation: dynamic each element potential to affect others
- charts

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**Rhetorical Triangle**


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*** includes social cultural institutional economic linguistic geographic contexts (writer section)