Conflicts also known as arguments are an inevitable part of communication between people. Not everyone will see information in the same light, however it is important to ensure that respect is shown when having conflicting opinions on subjects.

Verbal conflicts and written conflicts will have different approaches. Verbal or in person conflicts will rely not only the rhetorical strategies but body language and nonverbal indicators will have an influence on the responsiveness of the other party.

Richard Fulkerson notes that a single strategy is enough to make an argument some of the time, but it is often better to combine several strategies to make an effective argument (Fulkerson, 1996).

The GASCAP/T strategies has numerous arguments and provides definition of the strategy and an example. The arguments defined in the strategy are as follows:

* Generalisation
* Analogy
* Sign
* Cause
* Authority
* Principle
* Testimony

With any argument evidence or warrants must be supported.

Fallacies or false logic must be avoided with valid arguments. These fallacies do little to add credibility to a valid argument and take away from the overall effectiveness of the presentation.

8 Fallacies that should be avoided are:

* Red herrings (diversions)
* Straw Man (weak arguments)
* Begging the question (claiming truth as if it was an obvious conclusion)
* Circular Argument (related to begging the question the question is used to prove itself)
* Ad populum (jumping on the bandwagon or appealing to the masses)
* Ad Hominem (against the person rather than the message)
* Non Sequitur (non-sequential does not follow the previous premise)
* Post Hoc Ergo Propter Hoc (coincidental correlation)

References

Fulkerson, R. (1996). The Toulmin model of argument and the teaching of composition. In E. Barbara, P. Resch, & D. Tenney (Eds.), Argument revisited: argument redefined: negotiating meaning the composition classroom (pp. 45–72)