with the context of the text stating everyone is driven by the same curiosity for # reasoning.

DATE : 24 August 2023 (Week 3, Day 1)

Interaction levels with Text

There are 6 levels of interaction with text. It ~~was~~ ~~has~~ is P according' to Bloom's taxonomy. The levels are as follows:

i) Remembering
ii) Understanding Context
iii) Application of context in one's life.
iv) Analyzation
v) Evaluation
vi) Creating

Abductive Reasoning

It is the method of reasoning that involves inferring which of several explanations for particular observed facts is the most compelling one.

i.e,

form of logical inference that seeks the simplest and most likely conclusion from a set of observations.

Eg: The hot soup is left unattended in the table. We use abductive reasoning to conclude that the owner of soup is likely returning.

Components of Arguments

The 3 components referring to argument are as follows:

(i): premise: Any statement which asserts anything about something. It can be either true or false.

(ii): conclusion: Any statement drawn from the premise.

(iii): inference: It means finding meaning from the conclusion. During this process, mental activity is used.
→ It derives generalization from premise.

Toulmin's Model of Argumentation

framework for analyzing and constructing arguments. Developed by British philosopher Stephen Toulmin.

The six elements of Toulmin's model of argumentation are as follows:

i) Claim: It is the premise. It is the central assertion that you want your audience to accept.

ii) Ground / Data: The evidences or data that supports our claim.

iii) Warrant: The reasoning that connects grounds to the claim. It explains the support provided by data to the claim.

iv) Backing: The additional support provided to strengthen the warrant.

v) Qualifier: Qualifies is any word / phrase / clauses / sentences that limits the scope of the claim.

vi) Rebuttal: Rebuttal address potential counterarguments. It includes anticipation of objections and provide reaso response to them.

<Q7: Listen to any talks from a computer engineering in TedX and analyze the argument from Toulmin's model of argument.
Ans:

Topic: Software is eating the world

Claim: Software is becoming central to industralization and aspects of life and transforming traditional businesses and activities through digital innovation.

Data: According to Blissfully 2019 Saas Trends Report, the company having more employees have more number of software applications in their company.

Warrant: Many small scale businesses and compangies have started to use software applications for easier business practice. Even in household works, dependency on computer and software applications have be seen a great explosion.

Backing: In marketing, over the past 10 years, there has been a sharp increase in the digital marketing applications and practices. According to data collected by a speaker Scott Brinker, there were almost 150 marketing applications in 2011, which increased to 350 in 2012. By 2013, there were almost a thousand applications and by 2019, he recorded around 7600+

digital marketing platforms. This shows that over the time range of 10 years, the ~~the di~~ digital marketing platforms have been increasing by double rate every year.

Qualifiers: Although most of the aspects of our life has ~~started to engulf~~ been engulfed by software applications and digitization, these are many aspects that cannot be enhanced and progressed by the use of softwares even though software ease the existing process.

Rebuttal: Some critics argue that our dependency on software and computers in many aspects of life has reduced human authenticity in our works. They also claim softwares have decreased human creativity and work ethic in humans.

However, many ~~students~~ studies have shown that the dependency in software has made human life easier and has helped people to focus on other aspects of their life to move progressively ahead.

Rheotorical strategies

They are the tools or techniques that you use to produce anyone. Some rheotorical strategies are :- persuation, analysis, cause and effect, narration, division and classification, definition, description, comparison and contrast, satire.

DATE : 25 August 2023 (Week 3, Day 2)

Types of Oral Communications

Oral communications / presentations are of two types: formal and informal.

i) Informal: with lack of presentation.
ii) Formal: with preparation.

The four types of oral speeches are as follows:

(i) Impromptu speech:
It is informal mode of presentation. Impromptu presentation is not pre-prepared, fully improvised, not well organized and there's use of informal language.

- Advantages:	- Disadvantages:
i) enhances creativity	i) Lack of clarity
ii) low expectation for the presenter.	ii) Unable to exert complete meaning to the thoughts
	iii) Unable to find right words.
	iv) More chances of error message.

(ii) Manuscript speech:
It is formal mode of presentation. Manuscript speech is well-written and the presenter reads things written in the paper.

- Advantages	- Disadvantages
i) presenter not going to miss his/her points	i) Lack of audience involvement
ii) Less chance of error	ii) Monotonous and boring to listeners
iii) Question of confidence doesn't arise.	iii) May be disrespectful to the listeners.

(iii) Memorized speech:
It is another formal mode of presentation. In memorized speech, the presenter remembers the content by heart and then presents it.

- Advantages	- Disadvantages
i) eye contact with audience	i) Doesn't provide proper audience communication
ii) confidence is not a major issue	ii) lack of proper use of punctuation
	iii) Change of forgetting content

(iv) Extempory speech
In this formal mode of presentation, the presenter uses visual aids and is well prepared.

- Advantages	- Disadvantages
i) Less chances of error	i) Higher expectation
ii) ensures audience's attention and communication.	ii) Dependency on slides.

Oral Presentation Process

The steps to be considered during oral presentations are as follows:

i) Examining purpose and determining goals:
persuade, inform, instruct, build rapport

ii) Considering audience:
High tech, low tech, Lay, Multiple, Diverse.

(iii) Gathering data:
plan, research

(iv) Packaging oral presentation:
informal, formal

(v): Creating visual aids

(vi) Practising presentation

(vii) familiarizing with presentation area.

(viii) Delivering presentation.

(ix) Question/Answer Session.