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Evidence

Do not stop with having a point. You have to back up your point with evidence. The strength of your evidence, and your use of it, can make or break your argument. You already have the natural inclination for this type of thinking, if not in an academic setting. Think about how you talked your parents into letting you borrow the car. Did you present them with lots of instances of trustworthiness on your part from the past? Did you make them feel guilty, because your friends' parents all let them drive? Did you whine until they just wanted you to shut up? Did you look up statistics on teen driving and use them to show how you didn't fit the dangerous-driver profile? These are all types of argumentation, and they exist in academia in similar forms.

Every field has slightly different requirements for acceptable evidence, so familiarize yourself with some arguments from within that field instead of just applying whatever evidence you like best. Pay attention to your textbooks and your instructor's lectures. What types of argument and evidence are they using? The type of evidence that sways an English instructor may not work to convince a Sociology instructor. Find out what counts as proof that something is true in that field. Is it statistics, a logical development of points, something from the object being discussed (art work, text, culture, or atom), the way something works, or some combination of more than one of these things?

Be consistent with your evidence. Unlike negotiating for the use of your parents' car, a college paper is not the place for an all-out blitz of every type of argument. You can often use more than one type of evidence within a paper, but make sure that within each section you are providing the reader with evidence appropriate to each claim. So, if you start a paragraph or section with a statement like "putting the student section closer to the court in the Dean Dome will raise player performance," do not follow with your evidence on how much more tuition is raised by letting more students go to games for free. Information about how fan support raises player morale, which then results in better play, would be a better follow-up. Then the next section could offer clear reasons why undergraduates have as much or more right to attend an undergraduate event as wealthy alumni--but not in the same section as the fan support stuff. You cannot convince a confused person, so keep things tidy and ordered.

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Counterargument

One way to strengthen your argument and show that you have a deep understanding of the issue you are discussing is to anticipate and address counterarguments or objections. By considering what someone who disagrees with your position might have to say about your argument, you show that you have thought things through, and you dispose of some of the reasons your audience might have for not accepting your argument. Recall our