Toulmin Reasonable Argument Model

1. Claim
2. Data
3. Warrant
4. Backing
5. Qualifier
6. Rebuttal

Maslow’s Hierarchy of Needs

1. Physiological
2. Security
3. Belongingness
4. Esteem
5. Self-Actualization

Logical Fallacies

* Hasty Generalization
* Post Hoc, ergo propter hoc (after this, therefore, because of this)
* Slippery slope
* Red herring
* False Dichotomy
* False Division
* Personal Attack
* Glittering generalities
* Ad Hominem
* Bandwagon
* Appeal to fear
* Appeal to tradition
* Appeal to Authority
* Straw Man

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**DEFINITIONS**

Ethos: Having to do with Credibility

Logos: Having to do with Logic

Pathos: Having to with Emotion

Credibility: the quality of being convincing or believable

Initial Credibility: How people view you before you speak

Derived Credibility: How they perceive you while you are speaking

Terminal Credibility: How they perceive you after your speech

Evidence: the available body of facts or information indicating whether a belief or proposition is true or valid.

Illustrations: an example serving to clarify or prove something.

Deductive Reasoning: General evidence that leads to a specific conclusion

Syllogisms: Patterns to structure arguments

Inductive reasoning: Progress from a series of specific observations to a more general claim or conclusion

Casual reasoning: reasoning that unites two or more events to prove one or more of them caused the other

Reasoning from analogy: Compare like things and conclude that because they are comparable in a number of ways, they are also comparable in another new retrospect

Pedagogy: An act that involves teaching and learning

Scope: the extent of the area or subject matter that something deals with or to which it is relevant

Frame: A way we interpret a message

Alternative facts: Partial truths, half-truths, and outright lies are spread for the purposes of a particular agenda or position

Argument: a claim is made and supported. Usually in the context of a disagreement

Buren of proof: Obligation to support ideas presented and prove a change should be made

Click bait: something designed to make readers want to click on a link, usually dubious in intent

Continued-influence effect: even after misinformation is retracted many people continue to treat it as true

Disinformation (fake news): Malicious stories created with no intent for the search for the truth

Double-barreled: having multiple parts or aspects; a proposition should focus on one aspect at a time

Fauxtography: visual images that convey a questionable sense of events they seem to depict

Misinformation: Information that is unintentionally false or false information that is shared by someone who thinks it is true

Proposition: a statement that expresses subject of a dispute

Sponsored content: content that is backed by a particular group or company in order to boost the brand or its business

Stasis: the lace where you choose to differ from your opponent

Status quo: the current state of affairs

Support: additional backing or information that helps bolster the claim being made

QUESTION

When it comes to persuasive speech, are core concepts of informative speech good to use as well since you are sometimes persuading someone on a complicated topic and must first explain what somethings mean.