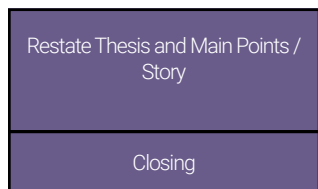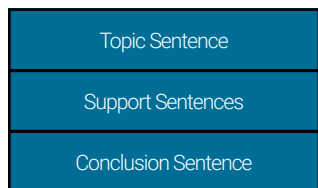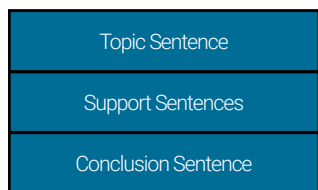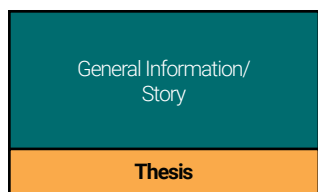# Argumentative Writing

Argumentative writing focuses on setting out and justifying a position on a topic. The goal of this kind of writing is to convince others to accept an opinion.

General Information/ Story
Thesis

Topic Sentence
Support Sentences
Conclusion Sentence

Topic Sentence
Support Sentences
Conclusion Sentence

Restate Thesis and Main Points / Story
Closing

Claim

Open-ended questions about the state of the company and field. In an essay, it goes in the thesis position. Everything in the essay discusses it.

Qualities of a Good Claim

Compelling

Evoke interest from the audience

Debatable

Not a fact or well-established point

Defensible

Supported by reliable, recent evidence

Position

Tells writer's stance or position

Strong

Clear, specific direction or purpose

Focused

Avoid terms like "I think" or "I feel"

Types of Claims

Knowing the type of claim that you are using can help you articulate your position clearly. Below you can see some of the different kinds of claims that you might use. These are guides, not rules. You may find that your position overlaps with several types of claims.

Fact
Makes an argument about whether an idea is correct or incorrect

Small businesses should use cloud computing services to manage their operations.

Definition
Makes an argument about what something is or is not, especially how to interpret something

"In the cloud" sounds lofty and abstract, but cloud computing is very much based on a comprehensive infrastructure.

Value
Makes an argument that something is good or bad, better or worse

Cloud computing can be more cost effective than running your own servers.

Cause
Makes an argument about what caused something to happen or not happen

The cheaper cost of processing power led to the growth of cloud computing.

Comparison
Makes an argument showing similarities and differences between elements, which can give insights into the topic

The offerings of Amazon Web Services and Google Cloud Services shows the different directions businesses may develop.

Policy
Makes an argument to do or not do something to achieve a result

Companies should undertake a comprehensive financial review of cloud systems before adopting them.