

THE NATURE & PROCESS OF ARGUMENT: CHAPTER 1

Learning Outcomes

- By the end of this session students will have demonstrated the ability to identify multiple aspects of argument including context, evidence, appeals, image, text & layout

Immediate Context

- Related to the specific aspects of your topic & analysis:
- Background information
- Terms
- Definitions
- Theoretical Models

Broader Context

- The relationship of the piece to society
- Can include:
 - Political factors
 - Social factors
 - Economic factors

Evidence in Argument

- Surveys
- Experiments
- Observations
- Firsthand field investigations
- Statistics
- Expert Testimonials

Kinds of Evidence

- Indisputable:
 - Matters of public record
 - Dates
 - Common Knowledge
- Disputable:
 - What kinds of evidence can you dispute?

Appeals in Argument

- 1. Ethical (Ethos)
 - Tradition
 - Authority
 - Ethical & Moral behaviour

2. EMOTIONAL (Pathos)

- Feelings
- Basic human needs:
 - Security
 - Love
 - Belonging
 - Health & Well-being.
- Most common type of appeal
- Frequently used in advertising

3. RATIONAL (LOGOS)

- Uses reason & logic
- Usually a cause & effect pattern
- If this happens...this will be the result

CONTEXT

- Relationship between the piece & society
- Includes:
 - Immediate context
 - Everything you know about:
 - The author
 - Purpose of the text
 - Other writings
 - Publication info
 - Target audience

Broader Context

- Includes:
- Time Period of the text
- Other info on this topic
- Other influences on the text/author
- Political influences
- Social influences
- Economic influences

Visual Analysis

- Includes layout
- The physical composition of the page:
 - Image/Text/Colour
 - How the ad directs your eye
- Includes audience:
 - Primary
 - Secondary

The End

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