

Writing training

Lesson4_reasoning

When talking to arguments, we mentioned two parts before: the thesis and reasons, as the main argument and the body parts meanwhile in a critical essay. Thus, in this section, we'll talk about how to develop a good body paragraph, equaling the question that **how to reason our thesis**.

A reason is the statement that tells why you think a thesis is true. The most common misunderstanding in our writing is due to this definition, which can lead us to confuse the difference between 'reason' and 'cause'. Let me set an example here.

When we are in winter, the air condition is always not ideal. If, in everyday conversation, we want to say that "the PM2.5 standard is exceeded today", then we need to explain it by first saying what kind of pollution causes PM2.5, and further explaining what the PM2.5 standard is. But when we write a critical essay, to say that "today's PM2.5 exceeds the limit" means that we need to prove "why we think that", and the most intuitive answer could be "Because the air smells bad today." This means that **the point of reason in a critical essay is not to be "completely objective", but to be logically consistent with your own writing**. Of course, most of the time, when we want to make our arguments more credible and convincing, we naturally choose examples that are objective, scientifically proven and supported by data. This is why it was emphasised in the previous lessons that emotional and subjective evidence would not be a good choice for our critical essay.

So, how to make it? We believe that your high school essay training has provided you with the basic skills to do this. There is no doubt that we need to **use evidence**. The relationship between reason and evidence is not 'either/or' - evidence is the concrete example and reason, while reason represents the process of using evidence to justify the process of thesis. The question that arises is what exactly is evidence? What kind of textual material or real-life examples can be used as evidence, and from which sources do we collect and accumulate evidence?

According to the dictionary definition, evidence is the facts, signs or objects that make you believe that sth. is true, which **means evidence is actually facts, signs and objects** and its function is to make you believe that something is true. For example:

The first reason why it is significant to create trust and connection with consumers is that **by doing so businesses can acquire the loyalty of customers, even prospective clients**. **The direct effect of strong customer loyalty is increasing sales, since customers are more willing to patronize the brand they approve.**

(writings in blue is the thesis and in green is the evidence.)

And what kind of materials could be our choices when finding evidence? Well, this is a broad category and we can only cite some of what is applicable. Evidence includes, but is not limited to,

statistics and other numerical data;information gathered through the senses of sight,hearing,smell,taste and touch;information collected from books, other publications;or testimony of experts;and ideas that we have observed so often that we commonly accept it as true.

Practice

In this section, try to put forward a thesis and reason it as complete as you can,

1. For this part, you are allowed 30 minutes to write an essay on ***the importance of building trust between businesses and consumers.***
2. For this part, you are allowed 30 minutes to write an essay on ***the importance of building trust between teachers and students.***
3. For this part, you are allowed 30 minutes to write an essay on ***the importance of building trust between employers and employees.***

All those exercises are about the topic that the importance of building trust. Try to find something in common among them!

Reference:

[1] 唐磊等.思辨式英文写作.中国大学 MOOC

<https://www.icourse163.org/course/NKU-1003353002>

[2] 华研外语.英语六级真题.兴界图书出版公司.2019 年 1 月