

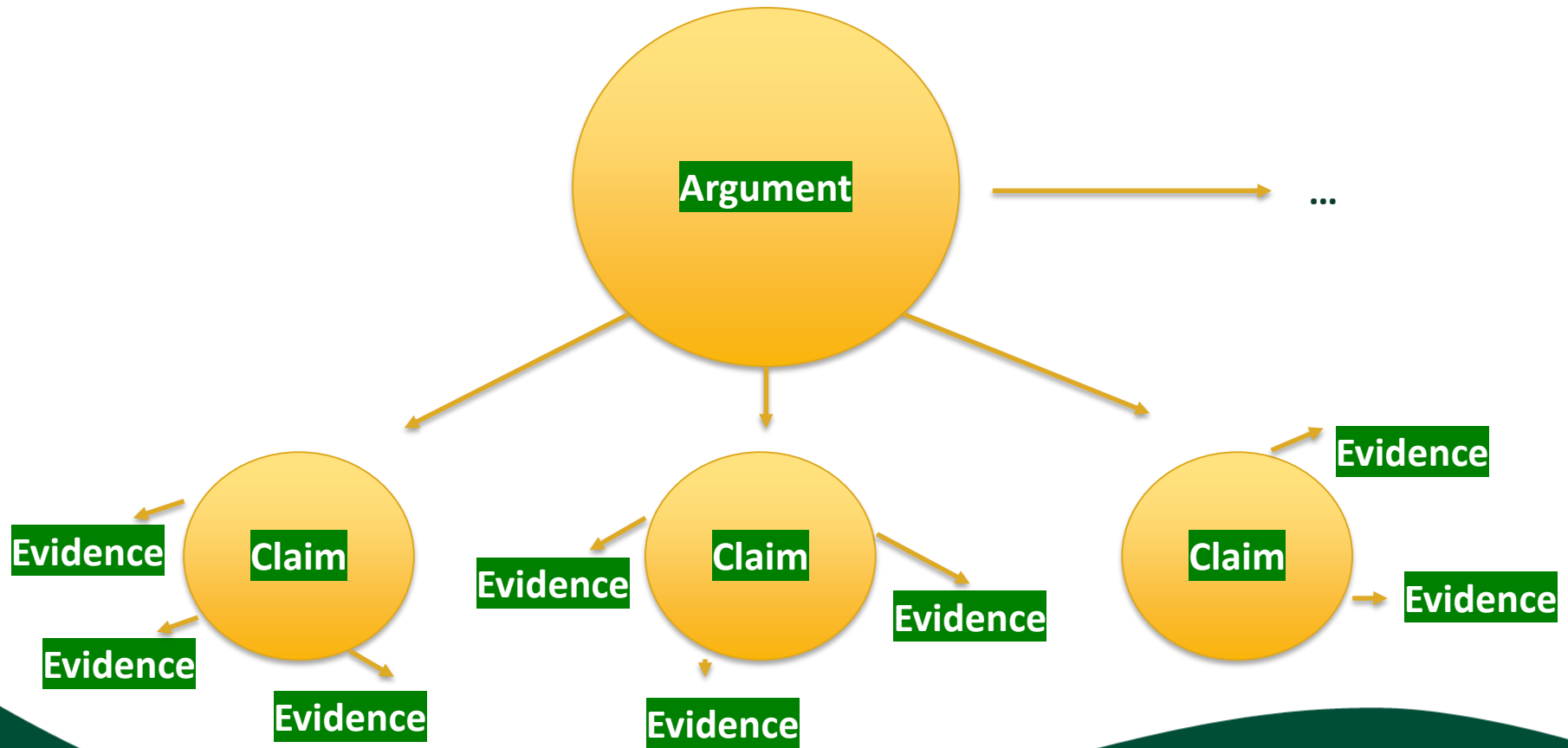


MGMT 117: Business, Ethics, and Society

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Redefine the Possible™

Developing Claims from the Central Message (Argument)



Developing Claims

- Claims essentially are sub-arguments – they support the central message/thesis statement of the paper.
- Everything about a good thesis statement applies to claims. They should be clearly stated (provide an accurate reflection of what will follow), logically sound (avoid logical fallacies), reflect a stance/position (the controlling idea), and correctly apply concept(s).

Developing Claims

- Typically, in an analytical paper, a claim is in the first position (topic sentence) of paragraph. <- This is my assumption as your reader.
- Make explicit claims; avoid implied claims/topic sentences.

Developing Claims

In this paper, I argue that the Wells Fargo fraudulent account scandal was the result of the organization's weak ethical infrastructure. In this case, informal systems were inconsistent with and more powerful than the formal systems, and contributed to unethical behaviors by managers and employees.

Informal communication systems at Wells Fargo showed disregard for ethical practices.

Informal systems of surveillance within the company obstructed reporting of unethical behavior.

At Wells Fargo, informal systems of sanctioning rewarded unethical behavior and punished ethical behavior.

Providing Evidence for Claims

- Evidence is provided through supporting sentences, which help to explain, prove, or enhance the controlling idea. Supporting sentences can rely on some of the following types of evidence:
 - **Reason:** Provides an explanation for the issue.
 - **Fact:** Provides information or details known to have happened or to exist regarding the issue, and not an interpretation.
 - **Statistic:** Provides a number/numerical summary to illustrate the issue.
 - **Quotation:** Provides a statement/quote from a source about the issue.
 - **Example:** Provides a case that illustrates the issue.

Providing Evidence for Claims

- Any supporting sentences that does not fit the claim (topic sentence) should either be removed, or the claim should be revised so that it fits.