Management Communication Online Course Writing in Business
The Writing Process: Generating Ideas

Checklist: Questions for Planning an Argument

Questions for Decision Arguments

What is the decision that needs to be made?

What are the major decision options?

Which option do you believe is best?

What criteria will you use to make the decision?

How does the evidence for each criterion support your recommendation?

Why are the other decision options not as good as the one you recommend?

Questions for Evaluation Arguments

Who or what is the subject of the evaluation?

What criteria will you use to make the decision?

What is your overall evaluation of the subject?

How does the evidence for each criterion support your overall evaluation?

Do your criteria identify both positives and negatives of the subject?

Questions for Diagnostic Arguments

What is your definition of the problem?

What tools can you use to diagnose the problem?

What are the major causes of the problem?

How does the evidence support your diagnosis of each cause?