A quick overview of the main tools for analyzing (and creating) arguments

**Logical argument:** How are claims connected to the points and evidence that support them?

A lot of the vocabulary for this is rather technical, and it’s not essential to know or use it, though it can be useful. More important is the skill of pulling apart real arguments, which takes lots of practice. We’ll do some; you can continue to practice in your other courses and in “real life.” (Also Phil. 121, Critical Thinking)

- **Induction** (*Practical Argument* 126-30): Working to a conclusion from evidence. Concerns here are the quality, quantity, relevance, and representativeness of evidence.
  - Dangers: jumping to conclusions, overgeneralization, cherry picking

- **Deduction** (*Practical Argument* 115-19): Drawing a conclusion from other points (premises). (The points may be inductive or deductive themselves.)
  - Dangers: Premises not shared/supported (especially if not stated), flaws in the logical structure

- **Toulmin logic** (*Practical Argument* 193-95): Not really a different kind of logic, but a way of talking about constructing arguments with some useful vocabulary.

*Practical Argument* discusses a range of possible errors in logical argument on pages 137-48.

**Rhetoric:** How does the writer/speaker deploy logical argument and other material/strategies to reach the intended audience?

- **Pathos** (10-11): emotional appeal
- **Ethos** (12-13): the character of the writer/speaker
  - “Authority” can be part of ethos, but a writer/speaker who doesn’t have authority can rely on sources who are authoritative.
- **Rogerian argument** (146-48 and posted excerpts)
- **Style:** many aspects of writing can contribute to the rhetorical effectiveness of an argument, but especially interesting is the use of rhetorical questions and choice of pronouns (I, we, you).

There’s some overlap in these categories: For example, “Toulmin logic” includes addressing opposing viewpoints (“rebuttals”), but letting a reader know that you understand their view and will respond to it is also a useful rhetorical strategy (“Rogerian argument”).