

What are some synonyms for argue?

Why do we argue?

We argue to inform, we argue to convince, we argue to explore, we argue to make decisions, and we argue to meditate, pray, or worship

We argue about the past, present, and future

We argue about Facts –did something happen?

We argue about Definition – What does something mean?

We argue about Value – what is something worth?

And we argue for Proposals – Should an action be taken

We argue to discover some version of the truth, using evidence and reasons and to convince our audience that a claim is true, reasonable, or desirable. Argue → Discover Truth

Who or what is the Audience?

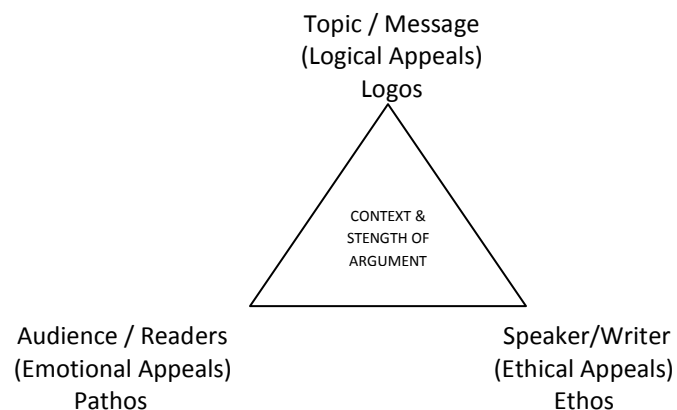
- The people you are arguing with
- The people who are reading or listening to your argument
- What about the people who are either the subject or are invested in the subject of an argument

Why does the audience matter?

- They are who needs to be convinced

How do we convince an audience that what we are saying is “the Truth”

1. Arguments based on Character – Ethos from the Greek word Ethikos
 - a. Establish Authority and Credibility
2. Arguments from the Heart – Pathos from the Greek word... Pathos for suffering and experience
 - a. Sympathies and imagination
3. Arguments based on Reason – Logos a “word” “speech” “account” or “reason” → Logic
 - a. Facts, Statistics, Surveys, Polls, Testimonies, Narratives, and Interviews

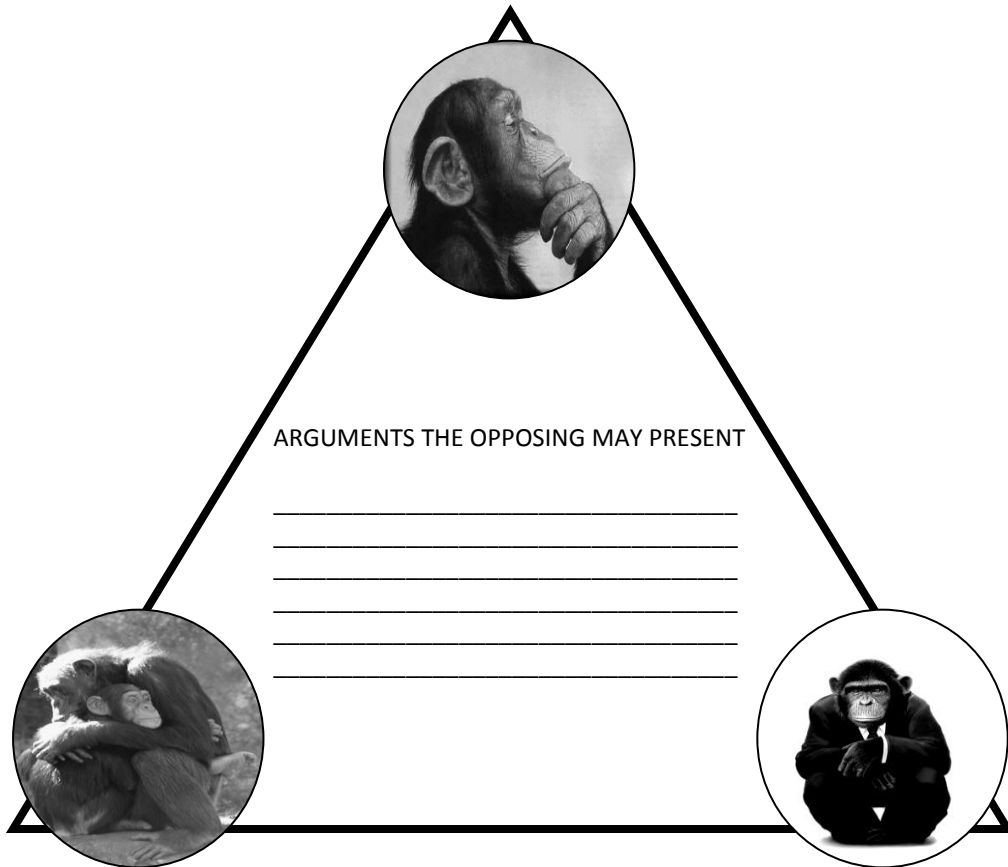


Name: _____

DEBATE TOPIC

Topic / Message
(Logical Appeals)
Logos

1. _____
2. _____
3. _____



Audience / Readers
(Emotional Appeals)
Pathos

Speaker/Writer
(Ethical Appeals)
Ethos

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____