**Elements of Argumentation**

Creating a solid argument is a process and requires attention to detail.

**Purpose:** the specific reason or reasons for the writing

-the writer must consider why they are writing -- it could be to:

 -support a cause

 -promote a change

 -refute a theory

 -arouse sympathy

 -provoke anger

 -win agreement

 -stimulate interest

**Audience**: the audience is the writer's targeted reader or readers

-the relationship between the audience and the writer is extremely important

-when writing an argumentative piece, the writer must consider who they are writing for

-the writer must consider what kind of information, language and overall approach will appeal to a specific audience

**Appeals of Logic, Emotion and Ethics**

-the writer must decide whether it is best to use logos, pathos or ethos

-the writer must consider the audience and which type of appeal will be most successful

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| **Logical Appeals (logos)** | **Emotional Appeals****(pathos)** | **Ethical Appeals (ethos)** |
| -cite commonly held beliefs-provide testimony-provide evidence-use facts-quote research-allude to history, religious text, great literature, or mythology | -include bias or prejudice-include an anecdote-use connotative language-use figurative language-develop tone-use informal language-use description | -make the writer seem trustworthy-show evidence of research-make the writer seem reliable and knowledgeable-use appropriate and logical evidence-show concern for communication with the audience |

**Logical Fallacies**: when an error in reasoning occurs which makes an argument invalid

-the writer must be careful to avoid common logical fallacies

**As with any text, it is important to consider the elements of construction when trying to analyze for meaning.**