**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

|  |  |  |
| --- | --- | --- |
| **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.**