# Argument

AP Language—Spring 2018

# Argument

- Argument: a persuasive discourse, a coherent and considered movement from a claim to a conclusion.

# Classical: 5-part argument structure used by classical rhetoricians

1) Introduction (*exordium*): introduces the reader to the subject under discussion

2) Narration (*narratio*): provides factual information and background material on the subject at hand or establishes why the subject is a problem that needs addressing.

3) Confirmation (*confirmatio*): provides the proof needed to make the writer's case (typically the largest part of the text)

# (Classical Argument, continued)

4) <u>Refutation (*refutatio)*</u>: addresses the counterargument, a bridge between the writer's proof and conclusion.

5) <u>Conclusion (*peroratio*)</u>: brings the essay to a satisfying close

# Rogerian:

- Named for 20$^{th}$ Century psychologist Carl Rogers, it is based on the assumption that having a full understanding of an opposing position is essential to responding to it persuasively and refuting it in a way that is *accommodating rather than alienating*.

# Evidence

## First-Hand

- Personal experience

- Anecdotes

- Observations

- General Knowledge

## Second-Hand

- Researched

- Factual and historical information

- Expert opinion

- Quantitative

# Other Terms

- Claim: an assertion that states the argument's main idea or position. It needs to be arguable.

    --Claims of fact

    --Claims of value

    --Claims of policy

- Logical fallacies: potential vulnerabilities or weaknesses in an argument. They often arise from a failure to make a logical connection between the claim and evidence used to support it.