Basic structure of argumentation
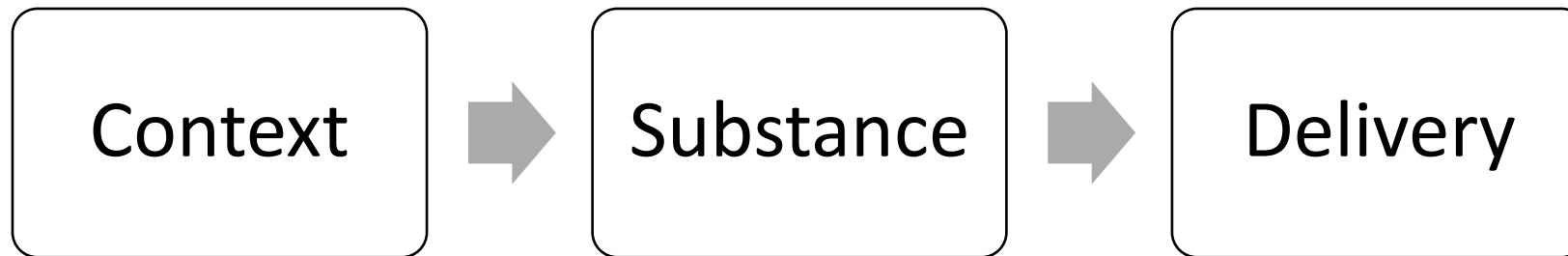
Lukáš Lehotský

How does argumentation differ from other speech acts?

Basic components of persuasion

Context $\rightarrow$ Substance $\rightarrow$ Delivery

Context

Let's meet at 8

Tom Bishop
@FliesInLakes

Following Sir Tim Hunt's useful advice I've updated the laboratory signage #distractinglysexy

3:40 PM - 10 Jun 2015 · Southampton, England, United Kingdom

1,070   696

Stephanie Evans
@StephEvz43

Idk how any men were able to function when I was in this bunny suit and integrating a satellite. #distractinglysexy

5:44 PM - 10 Jun 2015

241   324

Amy Remeikis
@AmyRemeikis

I'm really glad that Curie managed to take a break from crying to discover radium and polonium #distractinglysexy

12:39 PM - 11 Jun 2015

376   246

Zdroj: http://www.bbc.com/news/blogs-trending-33099289

Substance

Why do we need model?

"I can make an egg bounce"

Bouncy egg

- Ground
  - Liquid objects with thin membrane cover are able to bounce off the hard surface

- Warrant
  - Cured egg is a liquid object with thin membrane cover

- Conclusion
  - Cured egg is able to bounce off hard surface

- Backing
  - If an egg is cured in vinegar for 24 hours, calcium carbonate in the egg shell reacts with vinegar and dissolves. Outer shell of an egg is decimated into flexible membrane, which allows egg to bounce off a hard surface

Simple argumentation model
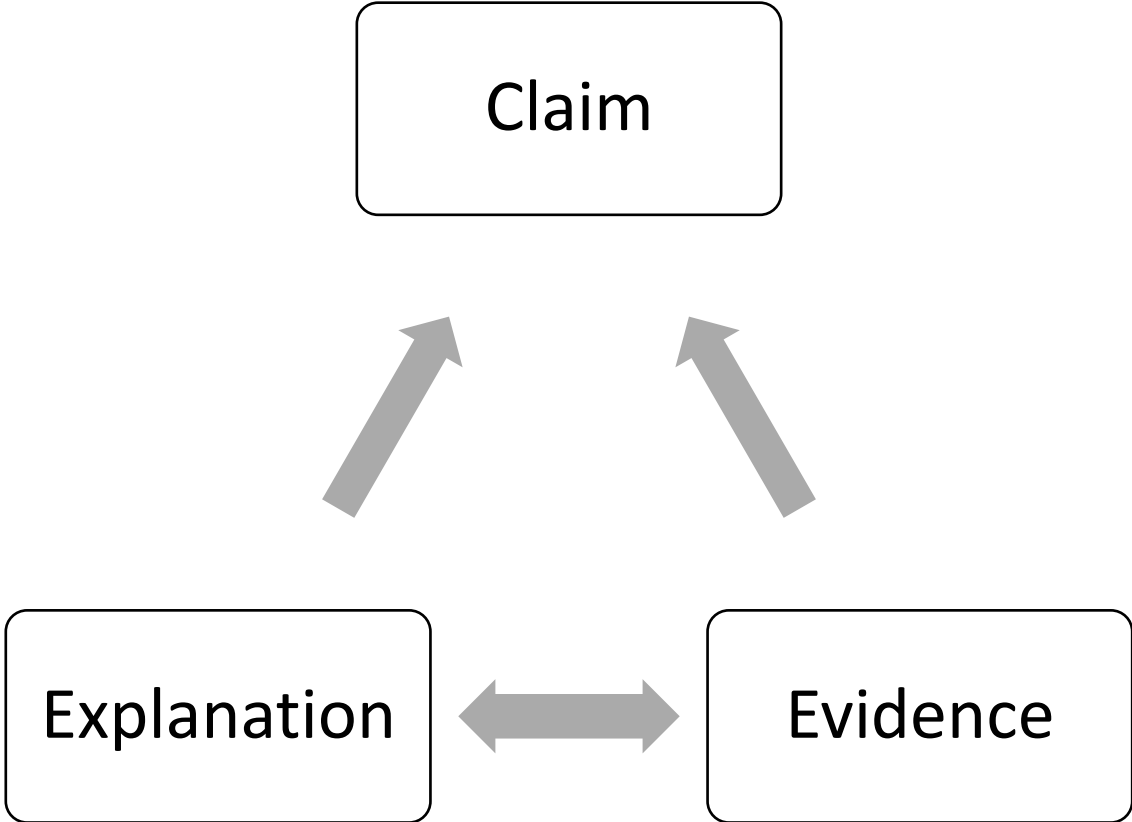
Chinese food

- Claim
 - Chinese cooking is healthy food to eat
- Explanation
  - Food containing vegetables is healthy food to eat
  - Chinese cooking uses lots of fresh vegetables in many dishes
- Evidence
  - Fresh vegetables provide vitamins and other nutrients while having little fat
  - Data from The World Obesity Foundation show that the percentage of population suffering from obesity is 3% in China while in EU countries such as Slovakia it is 18%.

Common use of argumentation

| Claim | | Evidence |
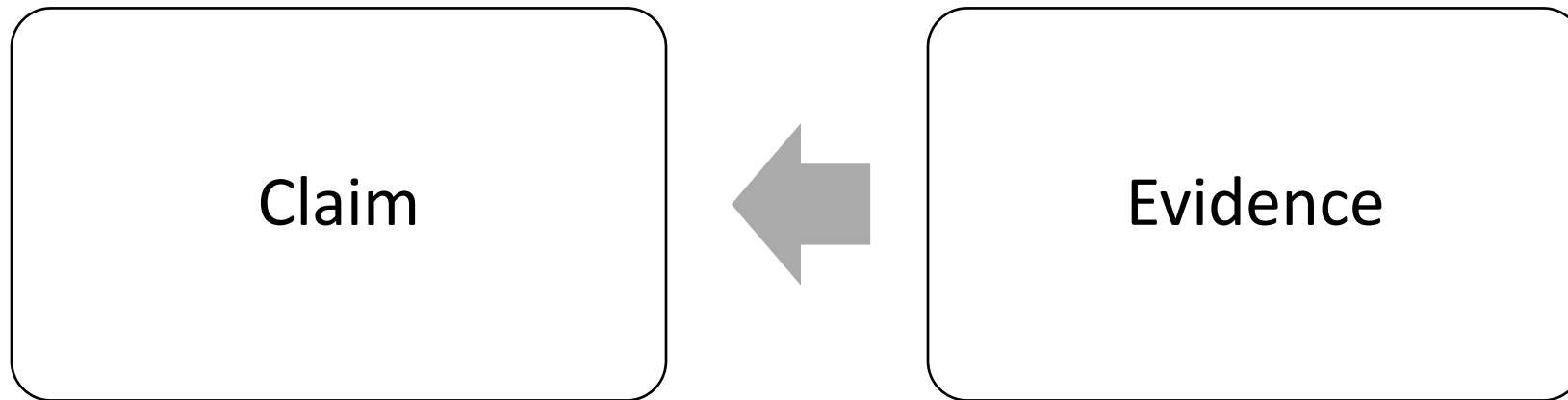
Delivery

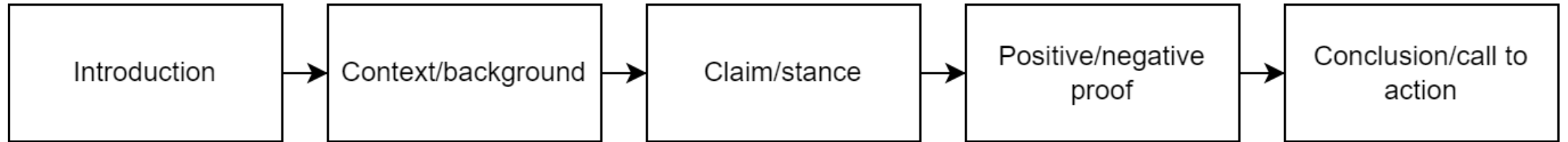# Structure

Rhetoric

More academic approach

Various models of argumentation

Classical

Rogerian

Toulmin

Classical model

Introduction → Context/background → Claim/stance → Positive/negative proof → Conclusion/call to action
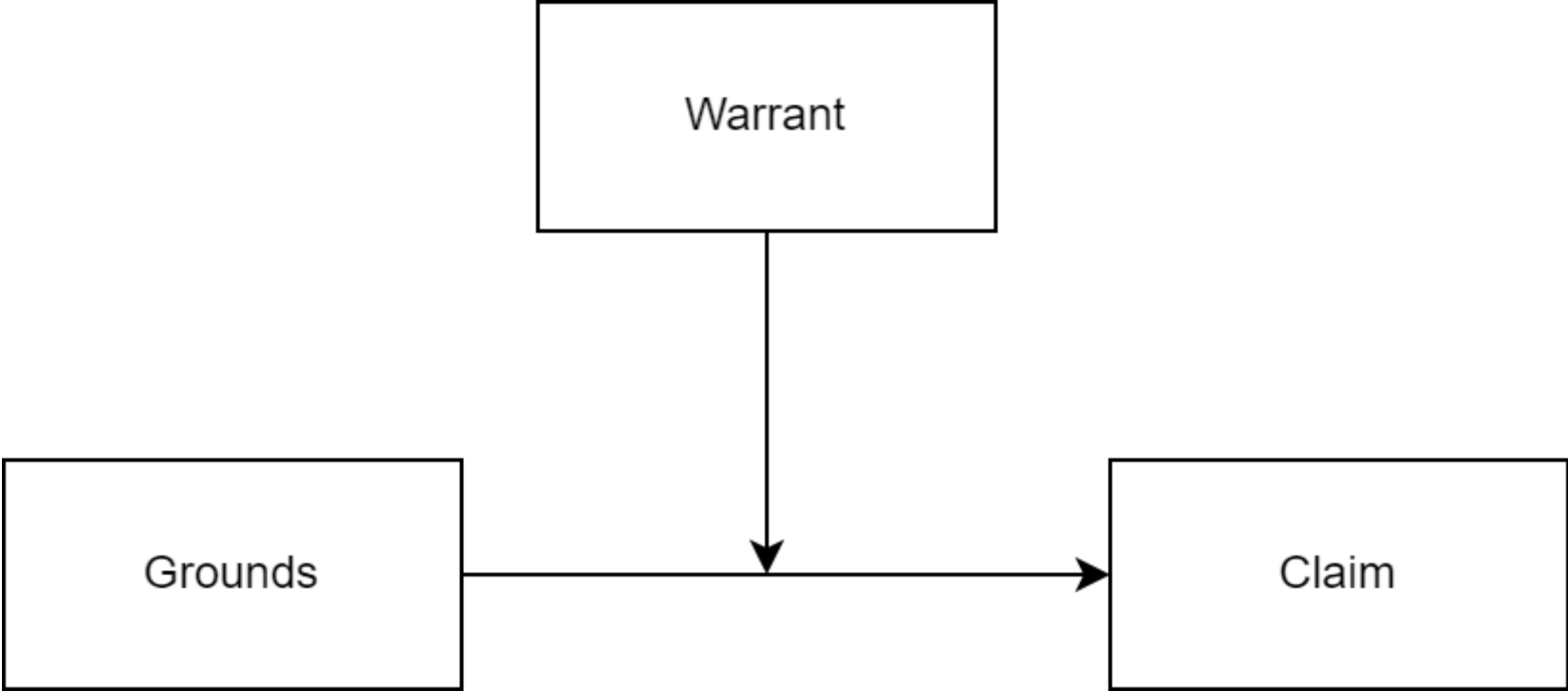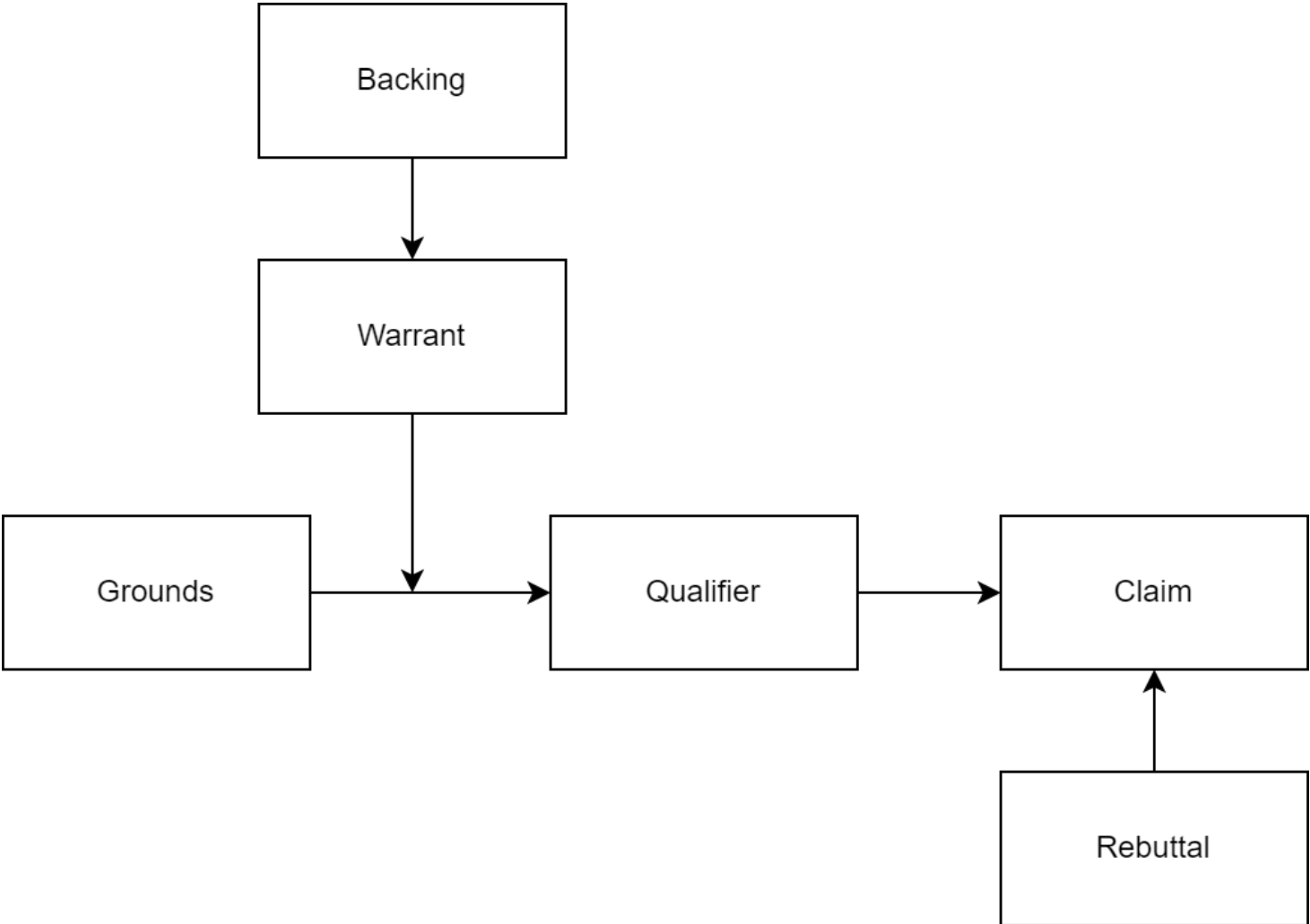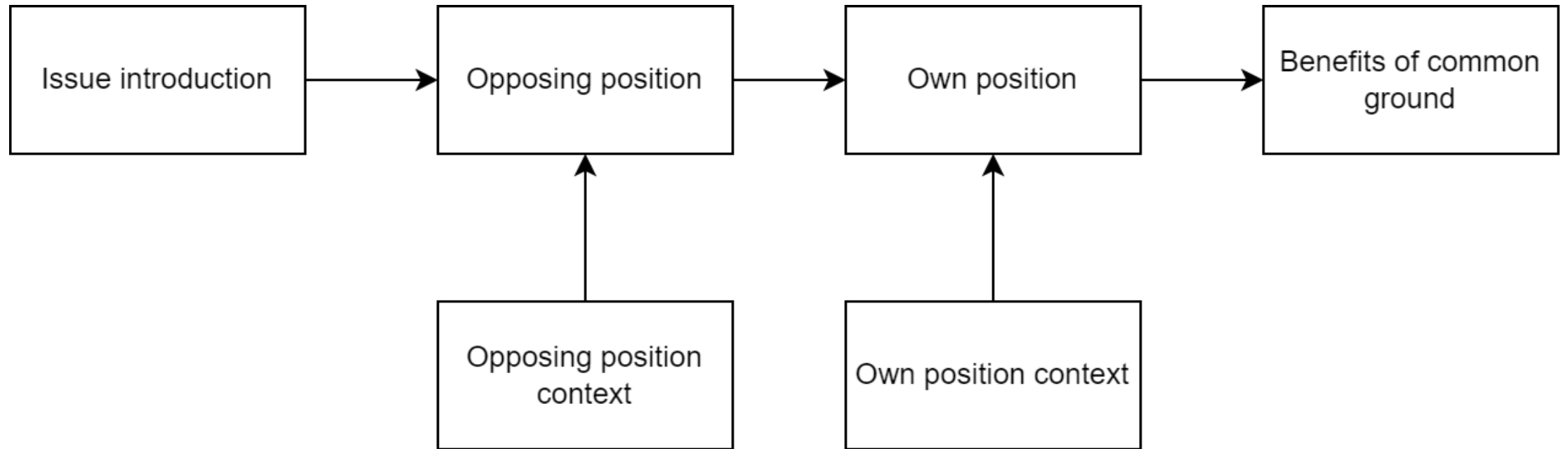
Toulmin model

Toulmin model - advanced

Rogerian model

Types of reasoning

Inductive

Deductive

Analogical

Narrative

Causal

Rebuttal

Proposition of solution

Common reasoning fallacies

We can see how good Biden administration is doing, because economic performance of the USA improved after he became president.

Post hoc reasoning/ correlation is not causation

Two out of three patients who were given green tea before bedtime reported sleeping more soundly. Therefore, green tea may be used to treat insomnia.

Hasty generalization/ Unrepresentative sample

Professor Berger has published numerous articles in immunology. She must be an expert in medicine.

Does not follow/
Non sequitur

A: We should decriminalize marijuana, as criminalization ruins lives of young people.
B: The legalization of cannabis will turn people into drug addicts.

Straw man

Once all gun-owners have registered their firearms, the government will know exactly from whom to confiscate them and we loose all our freedoms.

Slippery slope

We either get our ground troops involved in Syria or the Islamic State is going to take it all

False dilemma