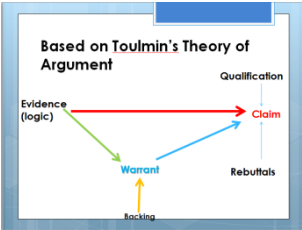


Mining the Potential of Argumentative Text (Draft)

Genre	Organization 		Purpose (If reader is likely to agree)	Purpose (If reader is likely to disagree)	Tone Mood	Types of Arguments
On-line article Debate Essay Editorial Newspaper (news, feature, OP Ed) Pamphlet Advertisement Commercial Speech Brief Case study	Structures: There are several types of structures Classical: a. Introduction b. Explanation of the case under consideration c. Outline of the argument d. Proofs supporting the argument e. Refutation f. Conclusion Other Structures: <ul style="list-style-type: none"> • Pros and cons discussion: pro-con-pro-con or con-pro-con-pro. • One-sided argument: no counterarguments. • Eclectic approach: some of the views on the subject. • Opposition's arguments first: author's arguments. • Other side questioned: no direct refutation, mainly posing questions. 		Writer fires them to action Advances argument with overwhelmingly logical thinking based on facts	Writer acknowledges their position Disarms and challenges their position by attacking weaknesses in their argument Writer will cite contrary facts, counteract myths and point out conflicts of interest or ulterior motives	Argumentative Persuasive Matter of Fact/ Straight forward Formal Academic Biased Propagandistic Scholarly	Fact Judgments of Policy Literary Judgments
Supporting Details for Argument	(Author's Craft) Additional Persuasive Techniques	Arguments Appeal to:	To Appeal to Logic (logos)	To Develop Ethos	To Appeal to Emotion (pathos)	Notes
Concrete Examples Narrative vignettes (anecdotes) Authoritative quotes Statistics Definitions Tables Charts Diagrams	<ul style="list-style-type: none"> • Dramatize the facts • Use striking statistics • Use opposites for impact • Say things repetitively but in a variety of ways • Language appeals to reader's emotions • Language appeals to reader's logic 	Shared values and beliefs Common goals Common sense Benefits to the audience: financial, health, well-being (safety), social status Emotion	<ul style="list-style-type: none"> • Theoretical, abstract language • Denotative meanings/reasons • Literal and historical analogies • Definitions • Factual data & statistics • Quotations • Citations from experts • Informed opinions 	Language appropriate to audience & subject Restrained, sincere, fair minded presentation Appropriate vocabulary Correct grammar	<ul style="list-style-type: none"> • Vivid, concrete language • Emotionally loaded language • Connotative meanings • Emotional examples • Vivid descriptions • Narratives of emotional events • Emotional tone • Figurative language 	