Contents

Pretace			X
CHAPTER	1	Working with Some Basic Concepts of Argument	1
	e**.	Common Notions about Argument A Basic Definition of Argument Assumptions: The Substrata of Arguments An Extended Definition of Argument The Anatomy of Dispute	2 4 5 7 15
		Issues Public Disputes and Audience Response Applications	17 21 25
CHAPTER	2	Giving and Receiving Messages: Approaches to the Use and Perception of Language	29
		Meaning The Functions of Language Ways of Proving	30 38 44

		Abstracting and Outlining The Aware Communicator Applications	47 50 51
CHAPTER	3	An Introduction to the Forms of Argument	56
		Ways of Knowing	57
		The Forms of Argument	68
		Standards for the Criticism of Argument	74
		Arguments and Decision Rules	92
		Applications	95
CHAPTER	4	Descriptions: Arguments That Draw Issues of Fact	102
		The Example	103
		Statistics	109
		Testimony	121
		Are Facts Really Factual?	136
		Applications	136
CHAPTER	5	Interpretations: Arguments That Draw Issues of Definition	142
		Descriptions and Interpretations	143
		Comparisons	146
		Minimization-Maximization	151
		Causal Argument Arguments of Sign	153
		Arguments that Predict Future Consequences	158
		Humor	159 163
		The Argument of Conspiracy	167
		Dilemma Argument	168
		Standards of Validity for Interpretive Argument	170
		Applications	180
CHAPTER	6	Evaluations: Arguments That Draw Issues of Value	
			183
		Language Is Evaluative	183
		Some Important Sources of Value Argument The Conflict of Values	191
		Values Applied to Advocates	196
		Testing the Rhetorical Validity of Evaluations	200 207
		Applications	216
CHAPTER	7	The Process of Persuasion	219
		The Human Image System	221
		The Outcomes of Argument	229
		Arguments and Persuasive Effects	244
		Theories of Persuasion	260
		A Synthetic Model of Persuasion Applications	268 270
			210

CHAPTER	8	The Ethics of Argument and Persuasion	272
		The Ethical Imperative When Is It Ethical to Persuade?	273
		Codes of Ethics	282
		Applying Ethical Standards to Communication	285
		Justifying Ethical Judgments: Some Examples	294 297
		On the Difficulty of Using Reason in Ethics	302
		Applications	304
CHAPTER	9	Communication Strategies in Contemporary Society	307
		Advertising: Persuading Consumers	-
		Argument in Politics: A Debate on the Panama Canal	308
		Treaties	313
		Argument in Law: The Horowitz Case	319
		Argument in News Reporting: Persuading the "Inform Public	
		Argument in Science: B. F. Skinner on Freedom and Dignity	323
		Argument in Literature: The Rhetorical Roots of	328
		Roots	332
		Argument on Stage: The Night Thoreau Spent in Jail	338
		Argument in Film: Patton versus M*A*S*H	343
		Argument in Cartoons: Pictures That Persuade Argument in Song: The Lyrics and Cadence of	346
		Communication	352
		Argument in Interpersonal Relations: "Informal"	332
		Persuasion	356
		Applications	360
CHAPTER 10	0	Policy Analysis Skills	363
			362
		Basic Terms of Forensic Debate	364
		Analyzing Debate Propositions Gathering Evidence	375
		Building the Affirmative Case	387
		Negative Case Alternatives	395
		Applications	403 413
_			413
CHAPTER 11		Policy Advocacy Skills	416
		Standard Speaker Formats and Duties	417
		Presenting and Recording Arguments	423
		Refutation and Resubstantiation	428
		Parliamentary-Style Debate	431
		Applications	436
References Ci	itec	t	443
Indexes			453
Name Index Subject Index			