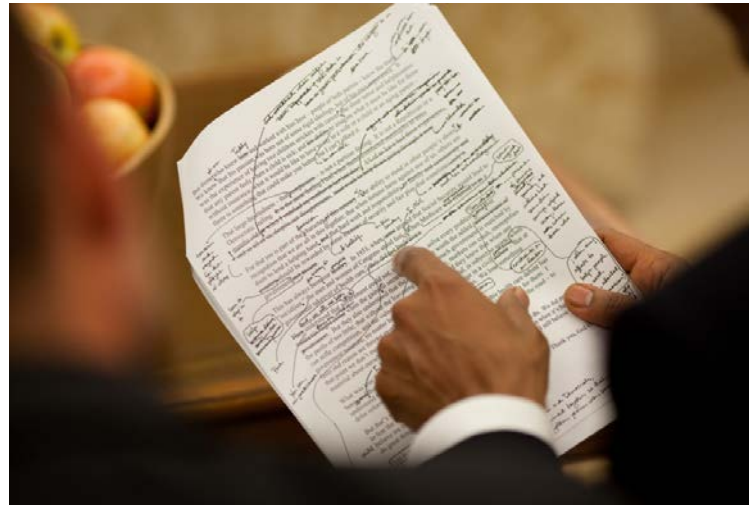


The Logic of Persuasion: Identifying, Critiquing, and Developing Appeals to Logos

21W.016: Designing Meaning

The Rhetorical Situation

Cultural, Historical
and Social Context



Text--Logos

Speaker/Writer--Ethos

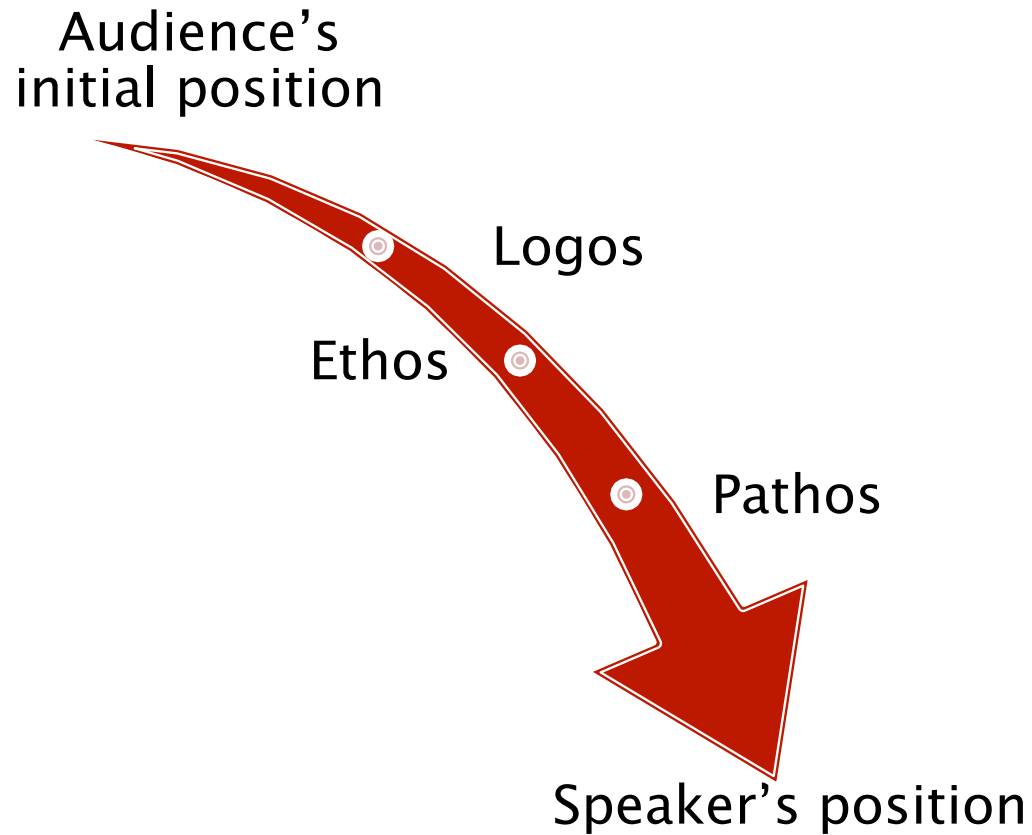


Audience--Pathos



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Persuasion and Appeals



Stasis Theory

Fact—what is this? what happened?

Examples: is the ivory-billed woodpecker extinct? What nutrients do carrots provide? What was the cost of the American Revolution?

Definition—what kind of thing is this? (links the concrete to the conceptual, or places a thing in a classification system)

Examples: what does this text say about (i.e., how is it implicitly defining) equality, masculinity, individualism, the American Dream? Does this defendant's action fit the definition of rape? Should this area be classified as a wetlands?

Causation—What are the causes, effects, or consequences of this?

Examples: what caused this outbreak of bird flu? What effect does the history of segregation have on present demographics? What is the influence of environment on psychology? Why did this plan fail or succeed?

Value—How should we evaluate or judge it?

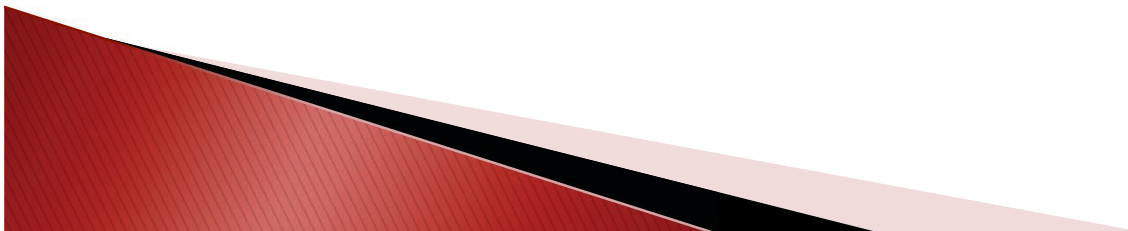
Examples: Is person X a good role model? Which film should win the Academy Awards? What's the best process for refining uranium?

Policy or Action—what should we do because of this?

Examples: why should we vote for this candidate? Should we approve the Keystone XL pipeline project? What should we do about climate change?



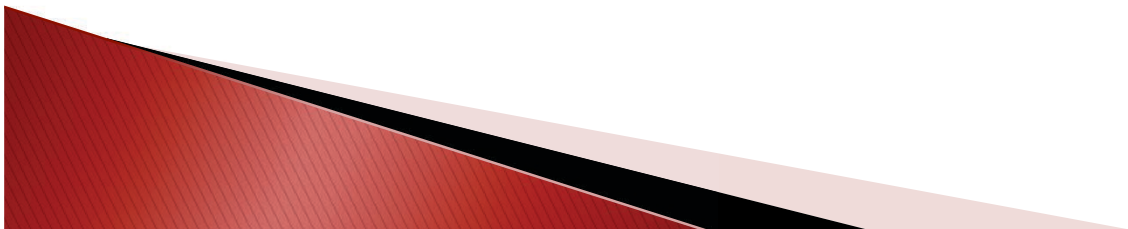
Stases can be “open” or “closed”



“Lower” stases must be closed before “higher” stases

e.g.— “Climate change is just a theory; there’s no scientific consensus” argues that the fact stasis is still open, and thus no policy debate can occur

Except . . .



Why are arguments so hard to recognize and analyze?

- ▶ “Judges make surprisingly little use of verbal indicators of logical structure, and often use **obscure or vague indicators**”
- ▶ Judges present **only some pieces** of the arguments, expecting the reader to fill in the rest
- ▶ The pieces necessarily appear in the text in a **“disrupted” order**, compared with their proper relationships in the argument structure
- ▶ When producing their written judgements, judges have **multiple purposes** in addition to clearly conveying a complex structure; and the **argument is intermingled**, in the text, with other material
- ▶ Judges may be more focused on conveying the **conceptual essence** of the argument than the full argument structure.”

van Gelder, 2010

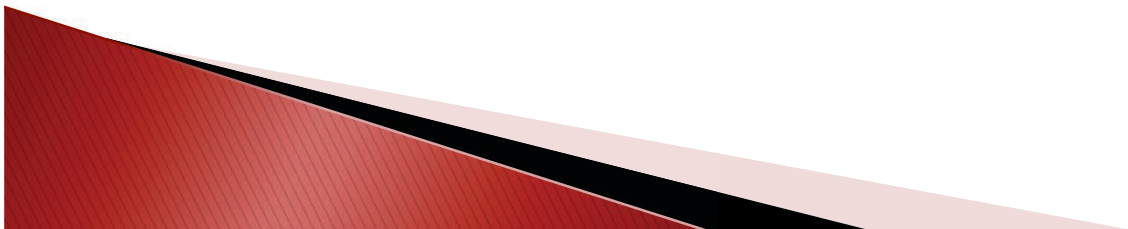
Classical Logos

Syllogism

Socrates is a man

All men are mortal

Thus, Socrates is mortal



Classical Logos

Syllogism

Socrates is a man

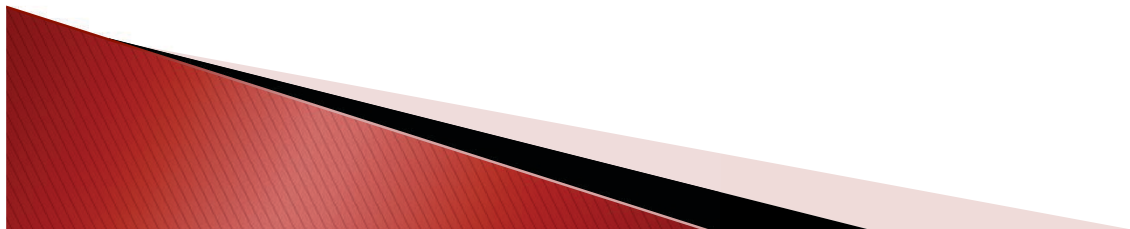
All men are mortal

Thus, Socrates is mortal

Deductive reasoning

Valid or invalid

Leads to Truth



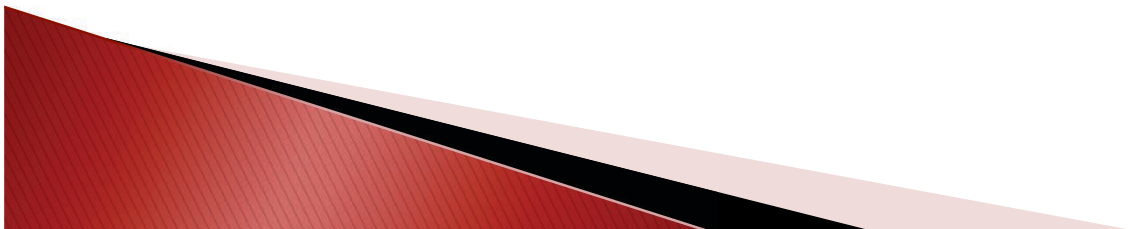
Enthymeme

Socrates is a man, and thus, mortal.

Socrates is a man, and thus, has a y chromosome.

Socrates's y chromosome. . .

Socrates is a man, and thus, won't ask for directions.



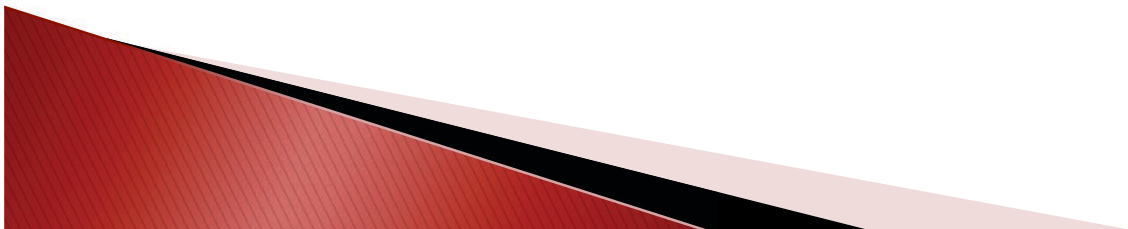
Inductive inference

Yolanda's grandfather has white hair.
John's grandfather has white hair.
Becky's grandfather has white hair.
Julio's grandfather has white hair.

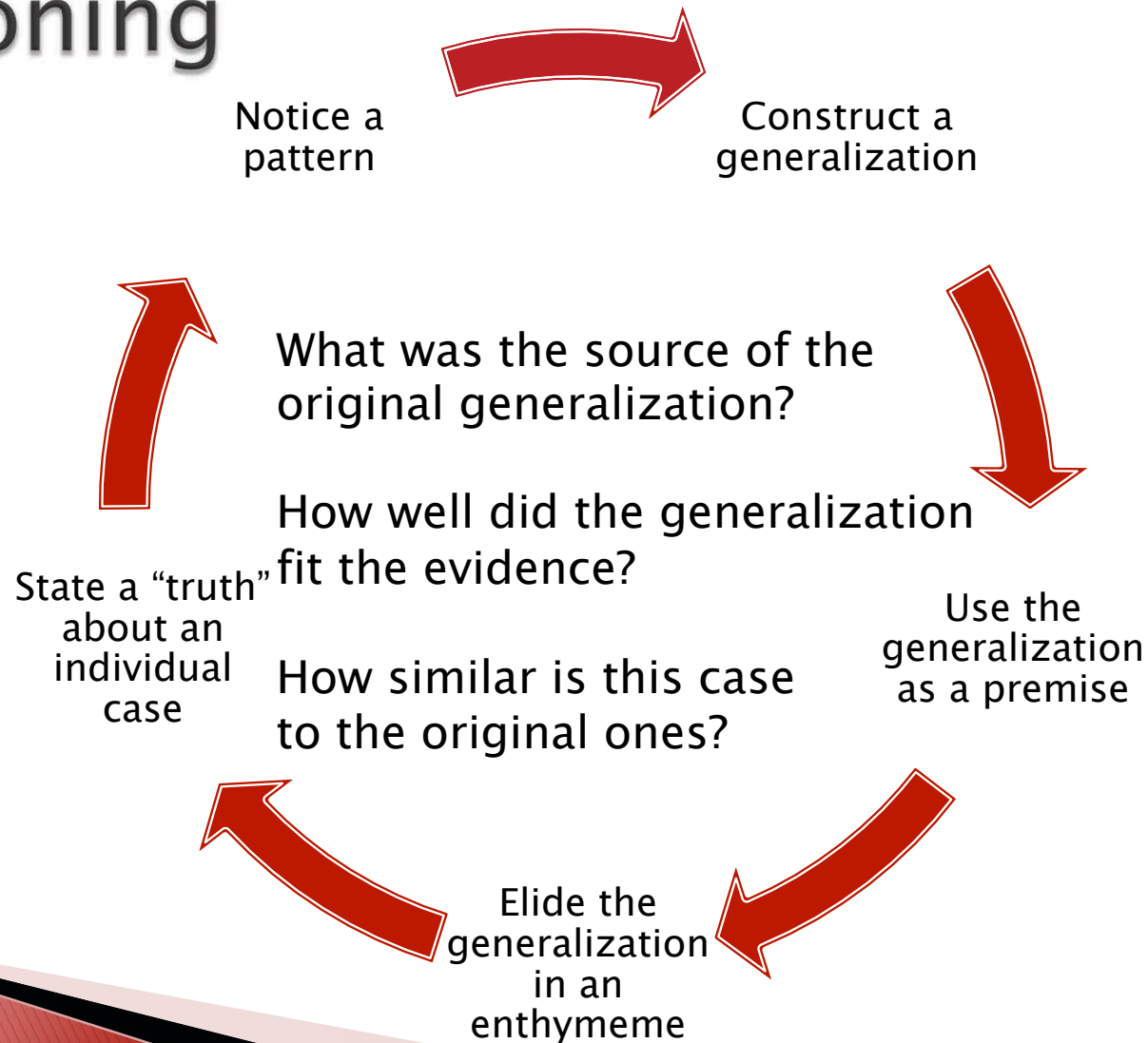
Grandfathers have white hair. (all? As a general rule? For this sample set?)

White-haired men are grandfathers.

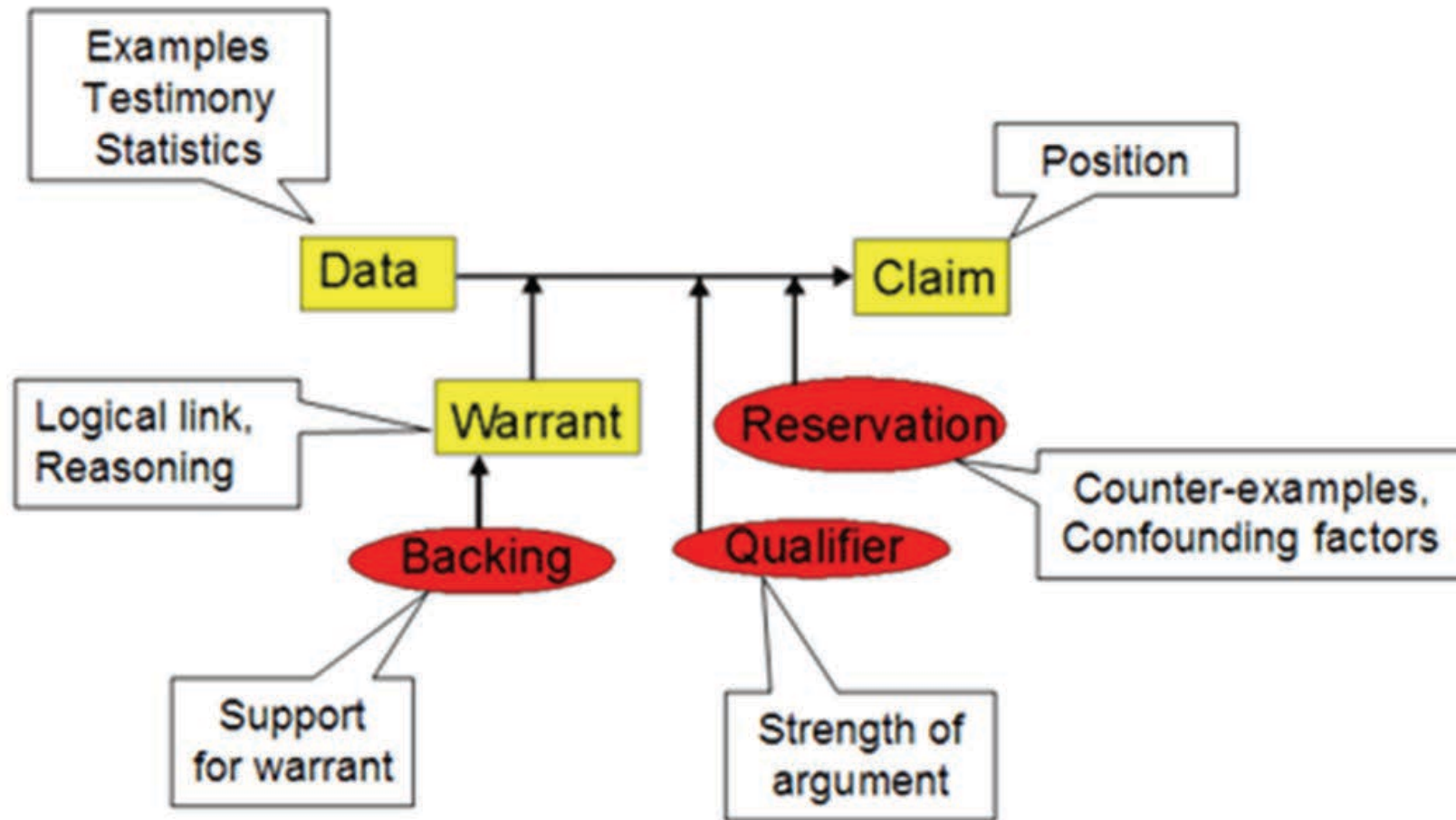
That white-haired man with Abdul must be his grandfather.



Deductive and Inductive reasoning interconnect in Presumptive reasoning

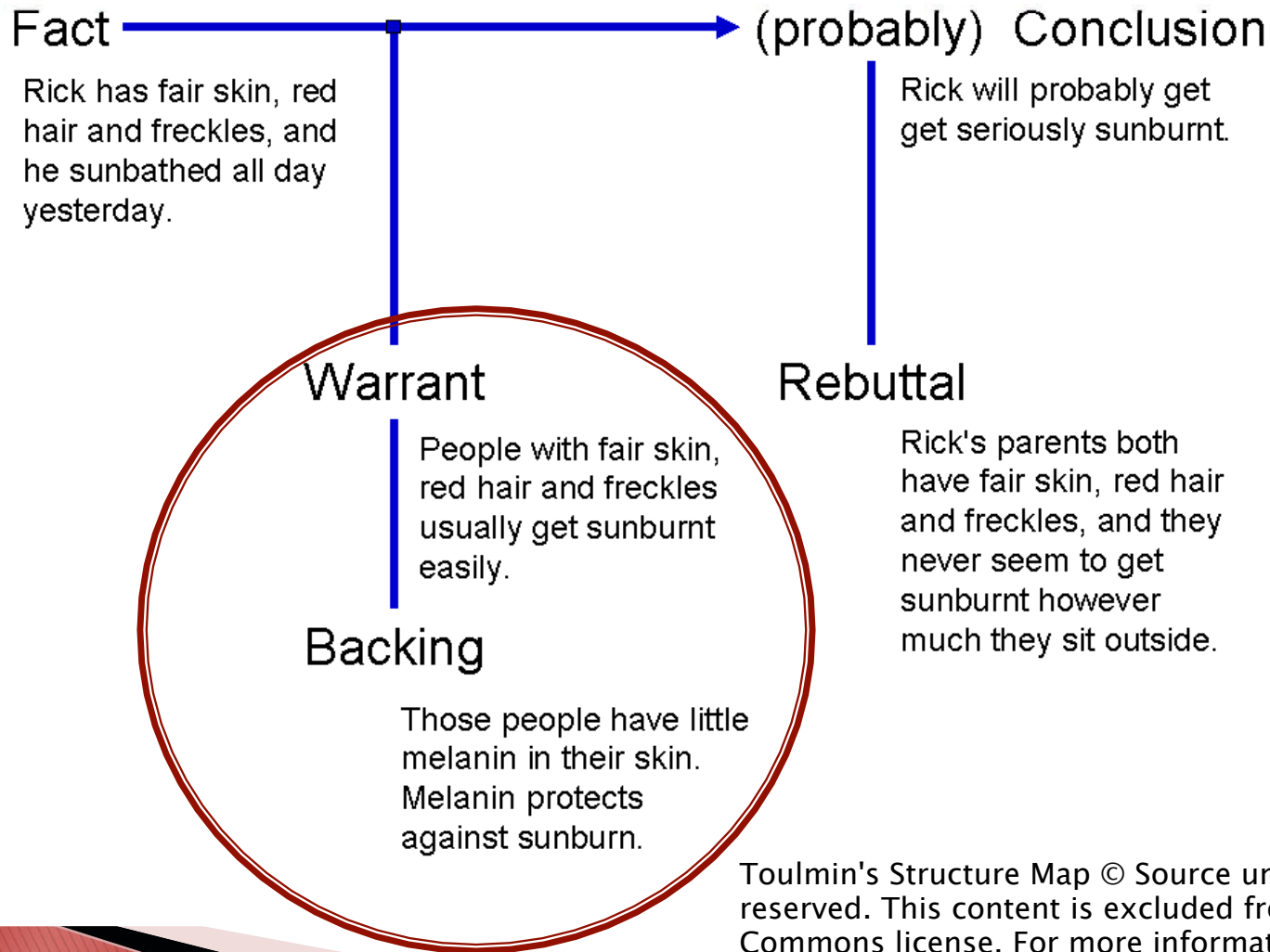


Toulmin's structure



Toulmin's Model of Argumentation © Source unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <http://ocw.mit.edu/help/faq-fair-use/>

Toulmin's structure maps individual claims (microarguments)



Toulmin's Structure Map © Source unknown. All rights reserved. This content is excluded from our Creative Commons license. For more information, see <http://ocw.mit.edu/help/faq-fair-use/>

Warrants, backing, and rebuttals are often unstated

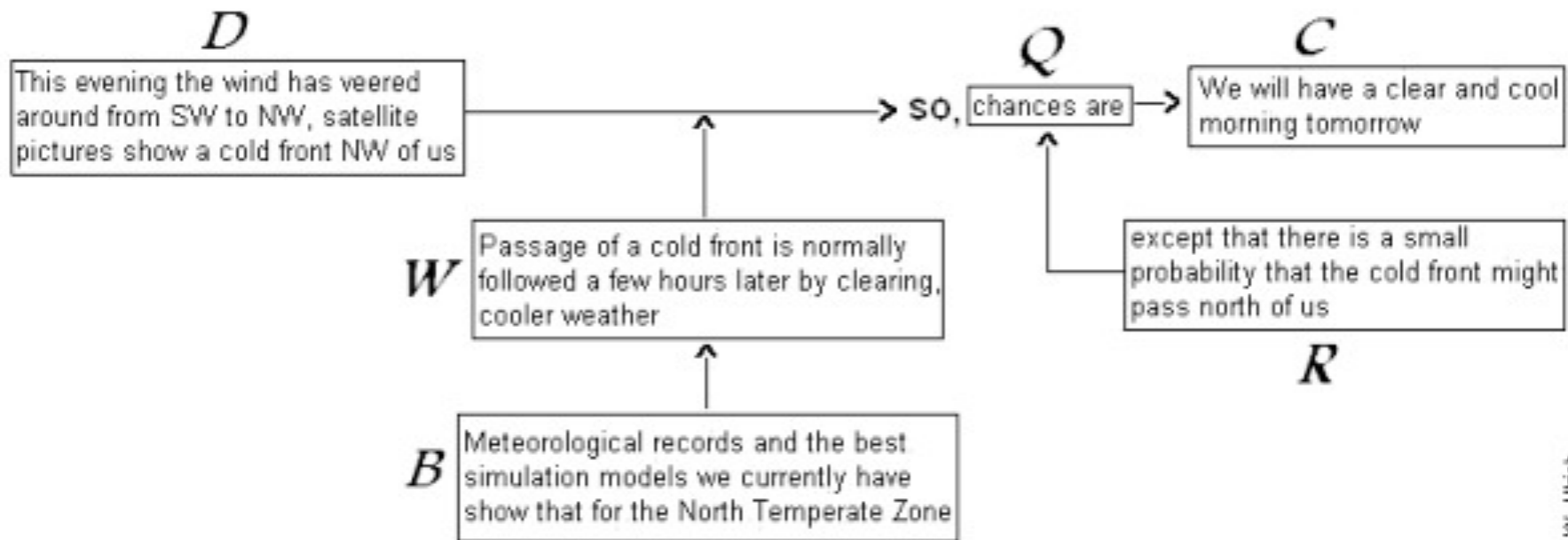


Fig. 3: The layout of arguments: example “weather forecast”.
Source: [Werner Ulrich](#), adapted from Toulmin, Stephen. *An Introduction to Reasoning*. 2nd edition. Pearson, 1984, p. 124.

Claims in lower stases can form warrants for claims in higher stases

Data

1 million animals are killed each year in cosmetics testing

Qualifier

So, except for treatments of diseases,

Claim

Animals should not be used to test skin treatments

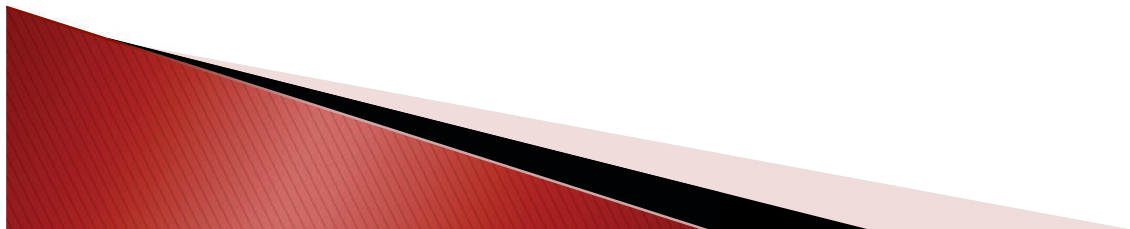
Warrant

Animal lives should matter more than profits

Rebuttal: human lives matter more than animal lives

Backing

Studies have shown that companies use animals to reduce the cost of tests



Our grandfather example

Data

The man with Abdul
has white hair

Qualifier

So, presumably,

Claim

The man is Abdul's
grandfather.

Warrant

Most white-haired men with
my classmates are grandfathers

Backing

Based on my several observations
of the white-haired men related
to my classmates AND a general
correlation of white hair with age

Claims can stem from different types of data and thus warrants

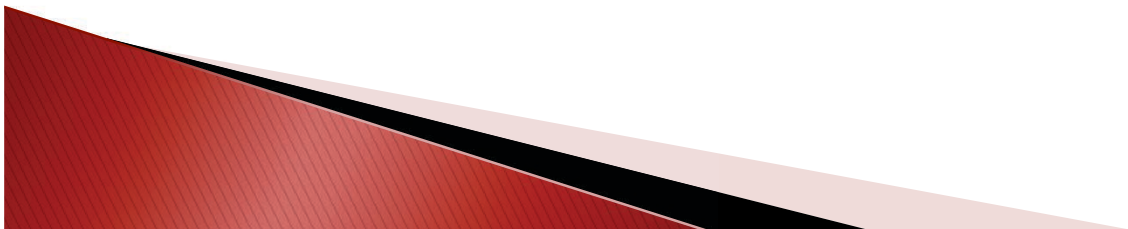
Claim: The man is Abdul's grandfather

Fact 1: The man has white hair

Fact 2: The man is with Abdul's grandmother

Fact 3: This is bring your grandfather to school day

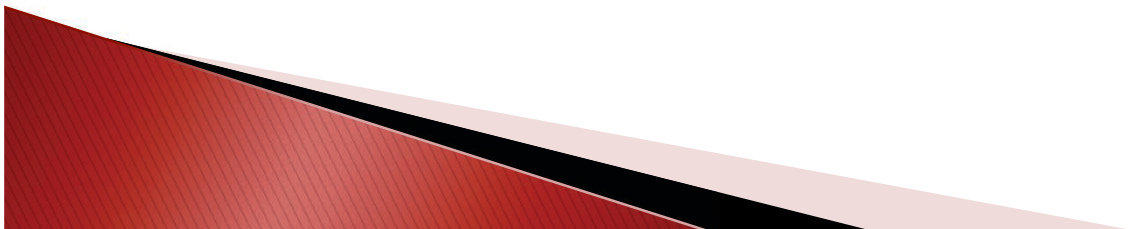
Fact 4: Abdul called him "grandpa."



We can usually choose among different types of “proof”

Aristotle: Rhetoric is finding in any situation the best available means of persuasion

Argumentation schemes help us identify the possible means of persuasion and whether they can work well in a given situation

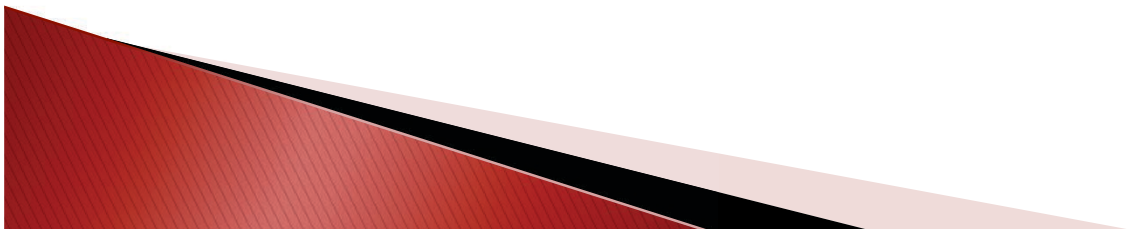


Argumentation Schemes

Identify the underlying form of many warrants

Helps identify what critical questions to ask about specific claims

Identify ways in which ethos, pathos, and logos overlap



Common Schemes

Position to Know
Expert Opinion
Popular Opinion
Popular Practice
Analogy
Correlation to Cause
Positive Consequences
Negative Consequences
Slippery Slope
Sign
Commitment/Inconsistent
Commitment
Ad Hominem
Verbal Classification

Which of these schemes
relate to

Ethos?

Logos?

Pathos?

**We should build a wall to
strengthen our borders**

**We should raise the minimum
wage to \$15/hour**

Common Schemes

Position to Know
Expert Opinion
Popular Opinion
Popular Practice
Analogy
Correlation to Cause
Positive Consequences
Negative Consequences
Slippery Slope
Sign
Commitment/Inconsistent
Commitment
Ad Hominem
Verbal Classification

Which of these schemes
might relate to
arguments about

Fact?

Definition?

Causation?

Value?

Policy?

Ways we can work with argument analysis

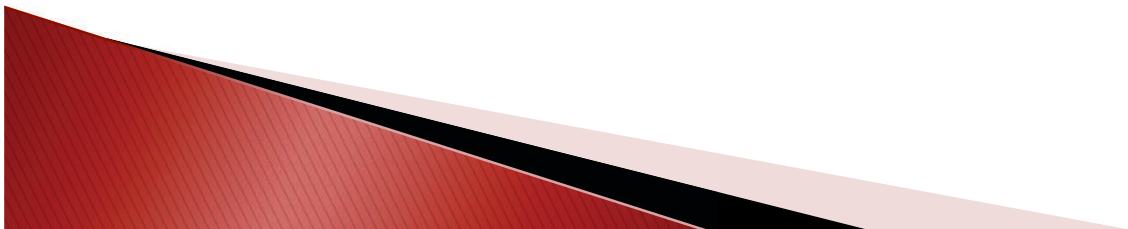
Analyzing the argument structure of given texts—critiquing strengths and weaknesses

Improving an argument with stronger proofs

Arguing in response to an argument

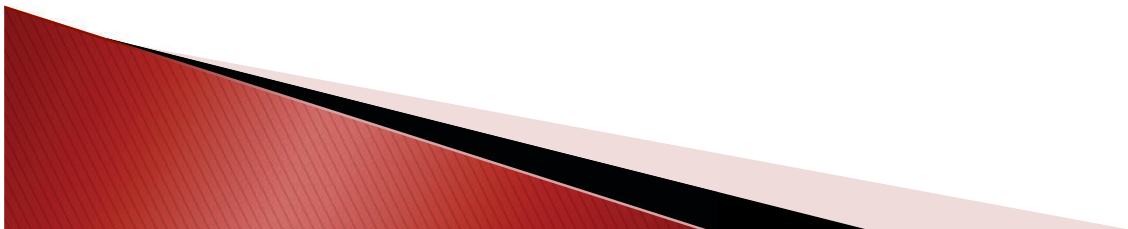
Brainstorming potential proofs for a claim

Debating multiple sides of a claim

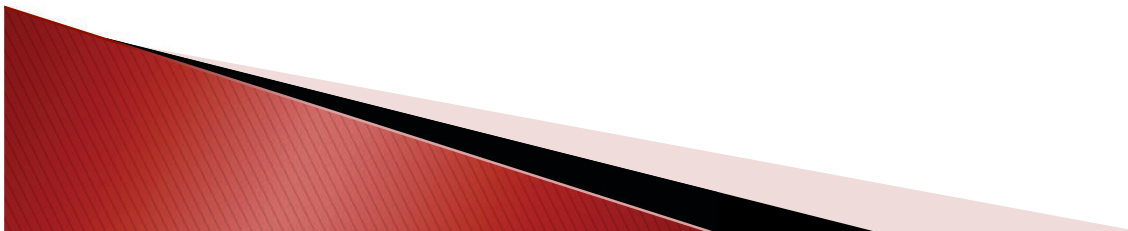
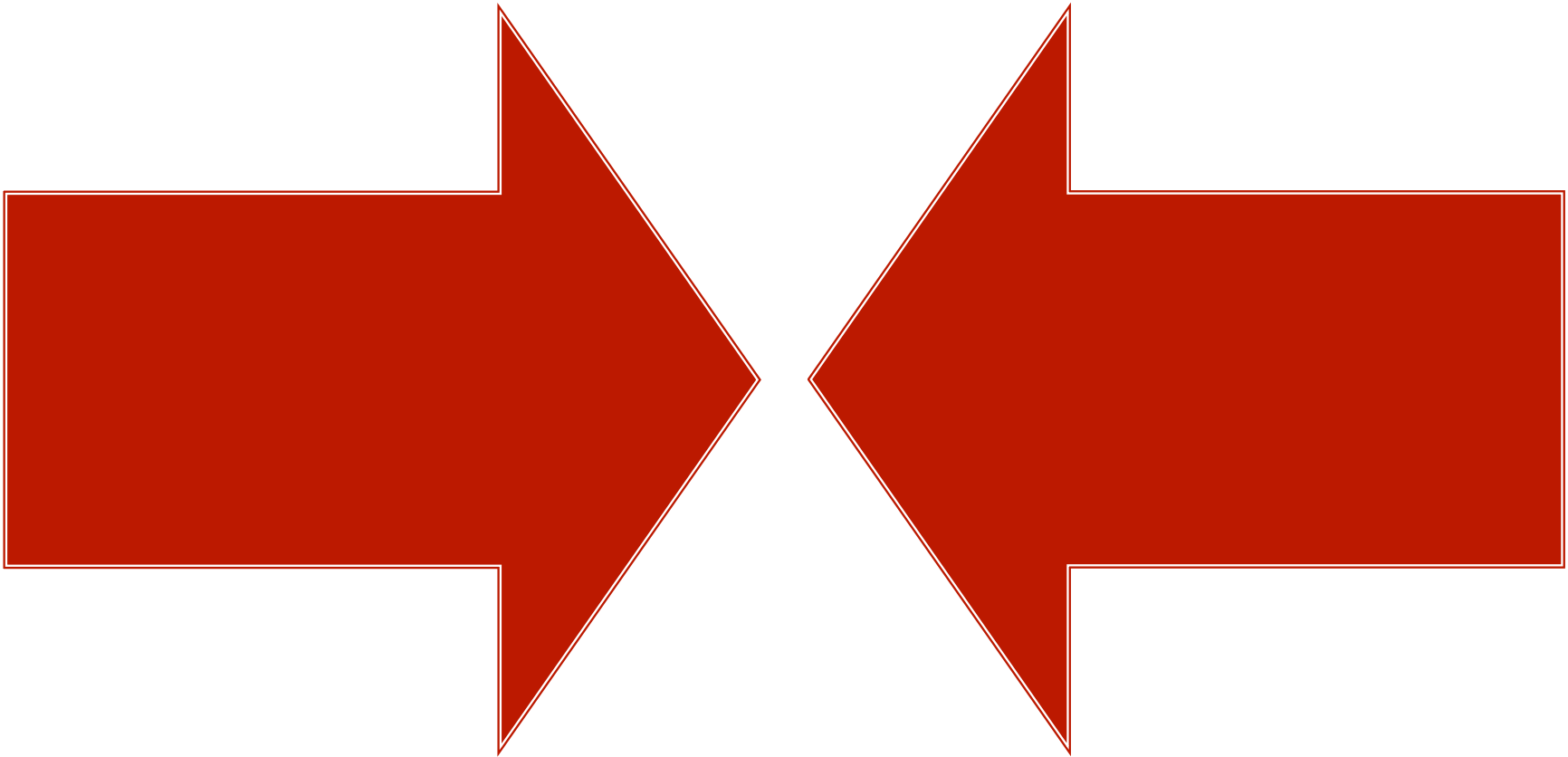


We can also analyze

- ▶ Who won a debate and why?
- ▶ Did the debate as a whole work to draw out the best arguments on both sides, and thus to clarify the options and enable stronger choices between policies?



Arguments cannot be resolved
without “clash”



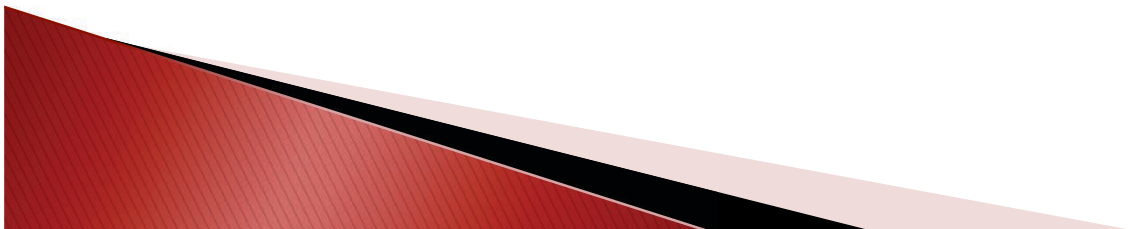
What would make these arguments more persuasive?

[The First Presidential Debate: Hillary Clinton and Donald Trump \(Full Debate\) | NBC News](#)

YouTube

[Final Presidential Debate: Donald Trump vs Hillary Clinton - Third Presidential Debate 2016](#)

YouTube



How would you argue in response?

Design a counter argument using strategies we've learned:

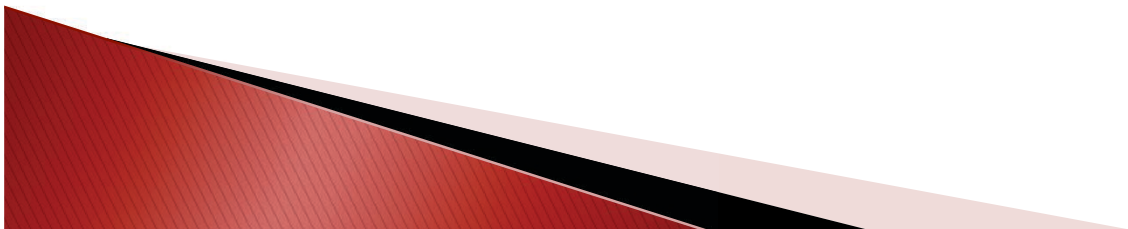
Appeals to ethos, pathos, logos

Stasis theory

Argument structure

Argumentation schemes

Label all of your strategies!



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21W.016 Writing and Rhetoric: Designing Meaning
Fall 2016

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