**Developing Arguments**

When you develop your argument, you are confirming your own position, building your case. Arguments could be presented in both written and spoken form, but in both the cases collecting evidences and developing noes is important.

1. Use empirical evidence—facts and statistics—to support your claims.

2. Appeal to your audience’s rational and logical thinking. Argue your case from the authority of your evidence and research.

3. Your list of strengths and weaknesses can help you develop your argument.

4. Prioritize the strengths and weaknesses of each position and then decide on the top three to five strengths and weaknesses.

5. Evaluate everything in terms of how you can support it—by reasoning, providing details, adding an example, or offering evidence. Again, prioritize your list of strengths and weaknesses, this time noting the supporting comments that need more work, call for more evidence, or may be irrelevant to your argument. At this stage, it is better to overlook nothing and keep extensive notes for later reference.

As you develop your ideas, remember that you are presenting them in a fair-minded and rational way, counting on your readers’ intelligence, experience, and insight to evaluate your argument and see your point of view.

Techniques for Appealing to Your Audience/Readers.

The success of your argument depends on your skill in convincing your audience/ readers through sound reasoning, persuasion, and evidence of the strength of your point of view. There are three fundamental types of appeal in presenting an argument: reason, ethics, and emotion. As a person who holds the word, your task is to skillfully weave these three types of appeal into your argument in a balanced and sensible way.

Reason

Clear thinking requires that you state your claim and support it with concrete, specific facts. This approach appeals to our common sense and rational thinking. Formal reasoning involves following certain established logical methods to arrive at certain pieces of information or conclusions. Generally, these logical methods are known as inductive reasoning and deductive reasoning.

When our logical thinking states specific facts (called premises) and then draws a conclusion, or generalization, we call this inductive thinking. Inductive reasoning enables us to examine the specific details in light of how well they add up to the generalization. When we think inductively, we are asking whether the evidence clearly supports the conclusions.

Example of Inductive Reasoning

Our marketing study proves that citizens are concerned about information privacy and won’t visit certain websites.

In deductive reasoning, our logical thinking starts with the generalization. As we apply our generalization to a specific situation, we examine the individual premises that make that generalization reasonable or unreasonable. When our logical thinking starts with the generalization, or conclusion, we may then apply the generalization to a particular situation to see whether that generalization follows from the premises. Our deductive thinking can be expressed as a syllogism or an enthymeme—a shortened form of the syllogism.

Example of Deductive Reasoning

Syllogism (Long Form)

Aggressive marketers speak of invasive data collection as simply “getting to know the customer,” and ABC Corporation is actively assembling a database of private client information. Despite their claim to be interested in providing better customer service, we may be concerned that ABC will not protect our privacy.

Enthymeme

Because ABC Corporation is assembling a database of private information about their clients, their customers are concerned about identity theft.

Ethics

Think of ethics as the force of a speaker’s character as it is represented in oration or writing. If you misrepresent the evidence or one of your sources, your readers will question your ethics. In any situation in which you must rely on your readers’ goodwill and common sense, you will lose their open-minded stance toward your argument if you support it by using unethical methods. This can happen intentionally, by misrepresenting evidence and experts and by seeking to hurt individuals or groups. It can also happen unintentionally—you may undermine your argument by inadvertently misunderstanding the evidence and the implications of your position. This can occur if you don’t research the evidence responsibly, preferring instead to express your own and others’ unfounded opinions.

Emotion

Using emotions as a support for argument can be tricky. Attempts to play on your readers’ emotions can smack of manipulation and are often mistrusted. To use emotional appeal successfully, you must apply discretion and restraint. Choose examples that represent and illustrate your ideas fairly, and then present your arguments as objectively as possible. The writer must carefully draw the connections between the ideas and illustrations, choosing diction in such a way that readers don’t question motives as manipulative and sensational. Strong evidence accumulated by careful research often addresses this potential problem well.

Use of appropriate Language:

After keeping in mind all the respective elements and carefully deducing your strategy, structure the arguments in an exceptionally attractive and verbally accurate way. In case of poorly used vocabulary or sentence structure, the argument could be easily rebutted.