

The Art of Argument



Judge Brady SC

Argument is not....

A
statement
of position

- No matter how often repeated
- No matter how emphatic

The
contrary
position

- Of every point
- Regardless of the merits

Argument is not...

A statement
of position

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The contrary
position

- Of every point
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Recitation of
Facts

- No structure
- No persuasion

Argument is

Argument

Propositions

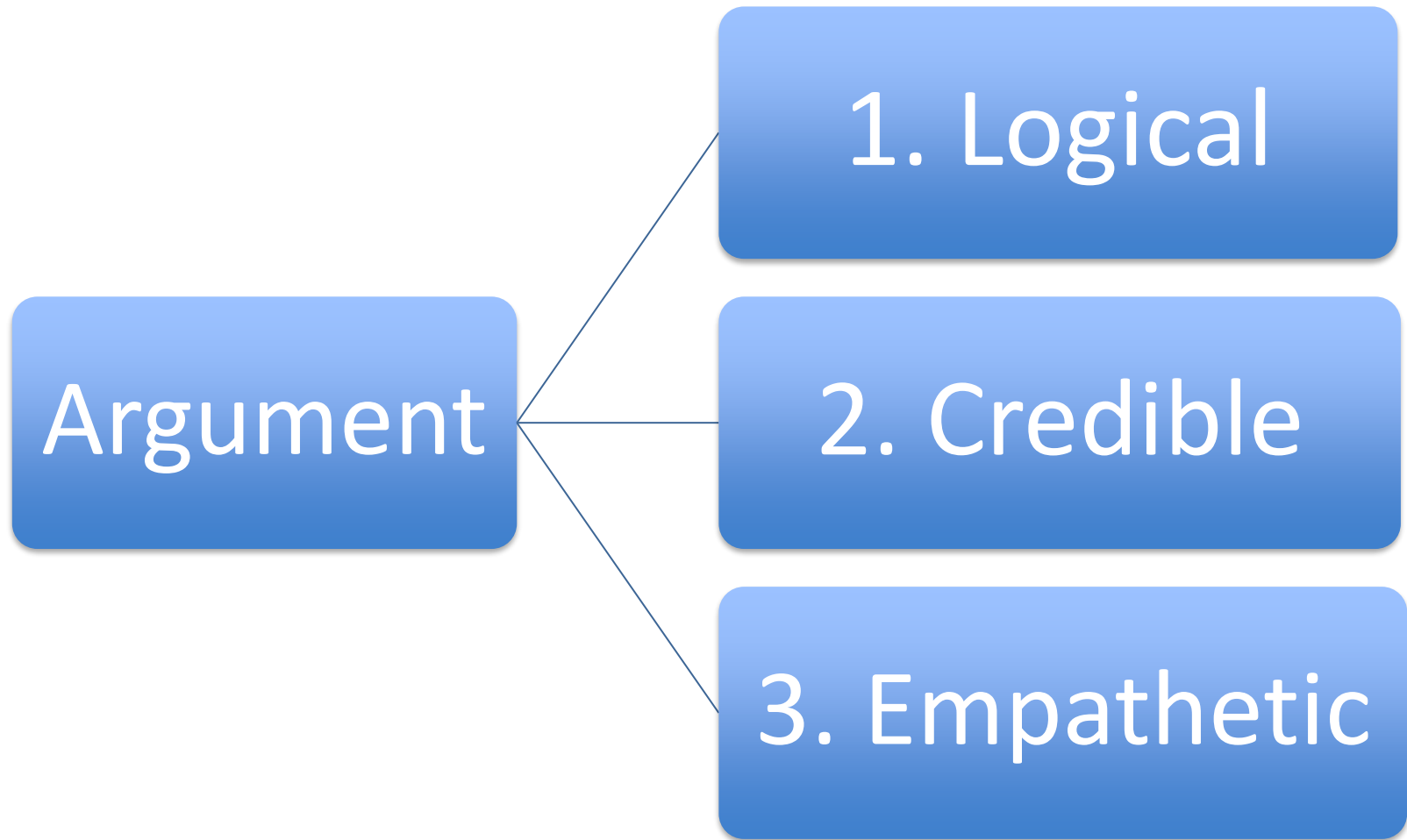
Reasons

Persuade

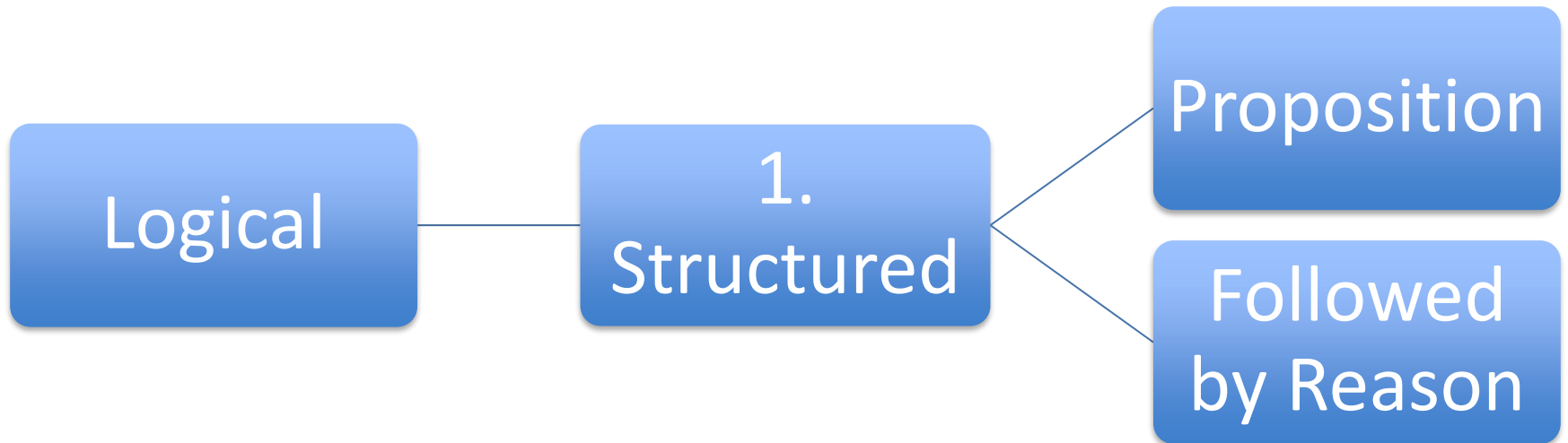
Conclusions

Result

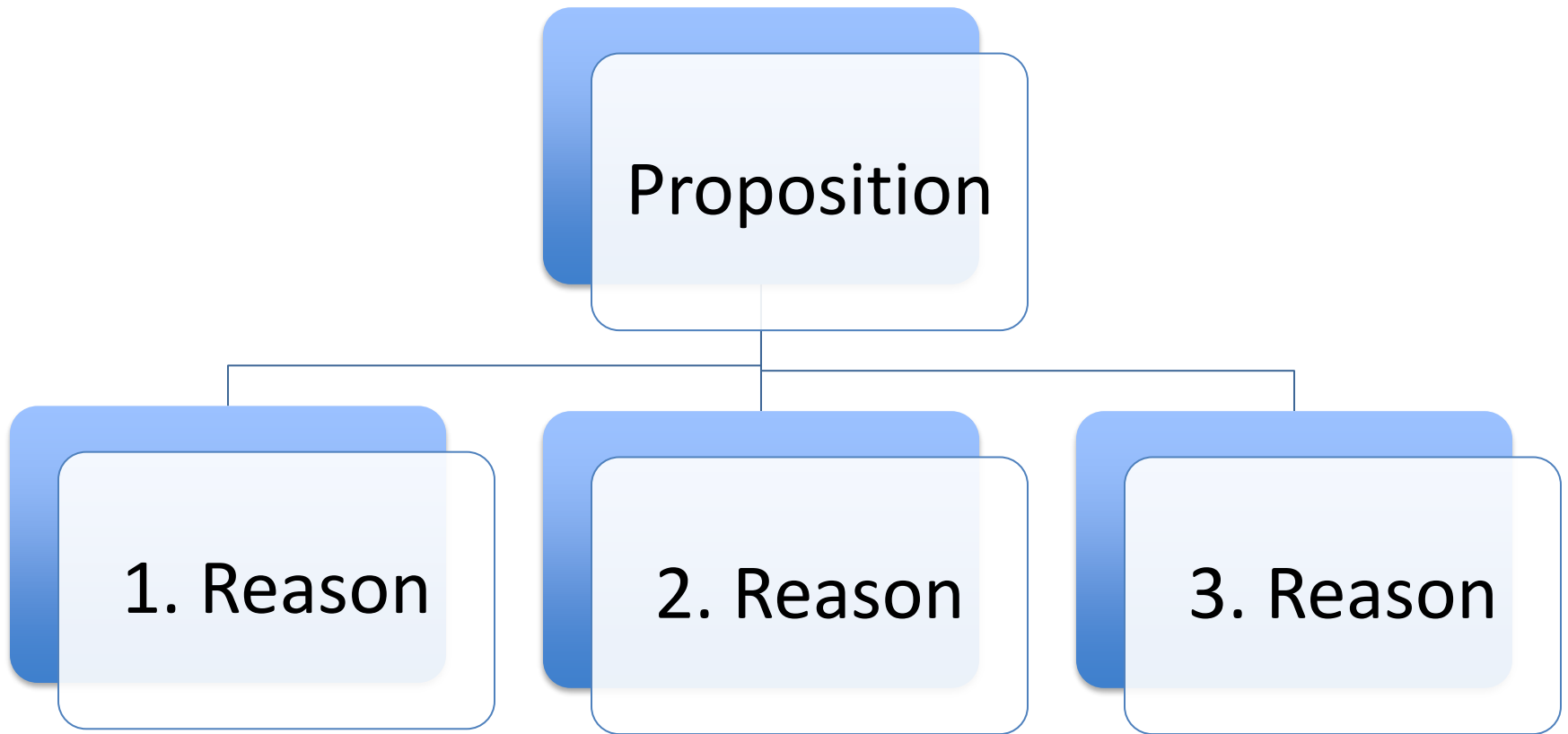
Persuasive Argument



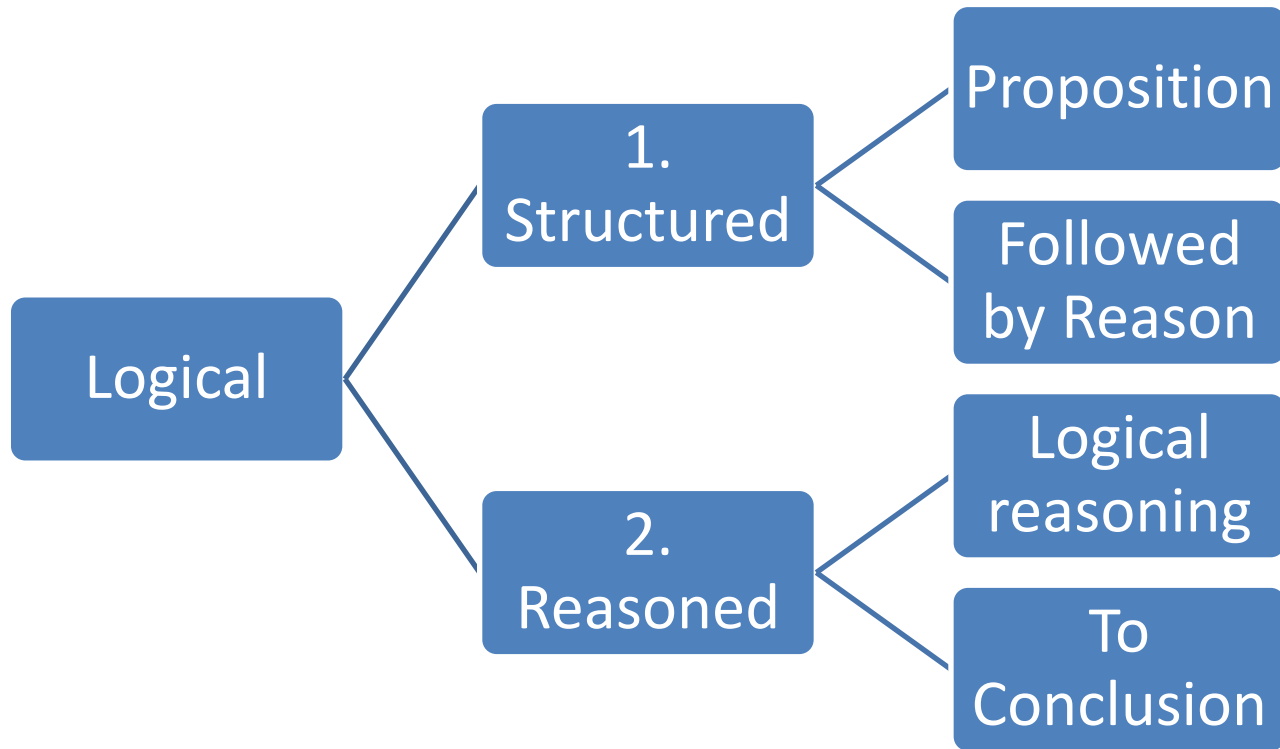
Logical



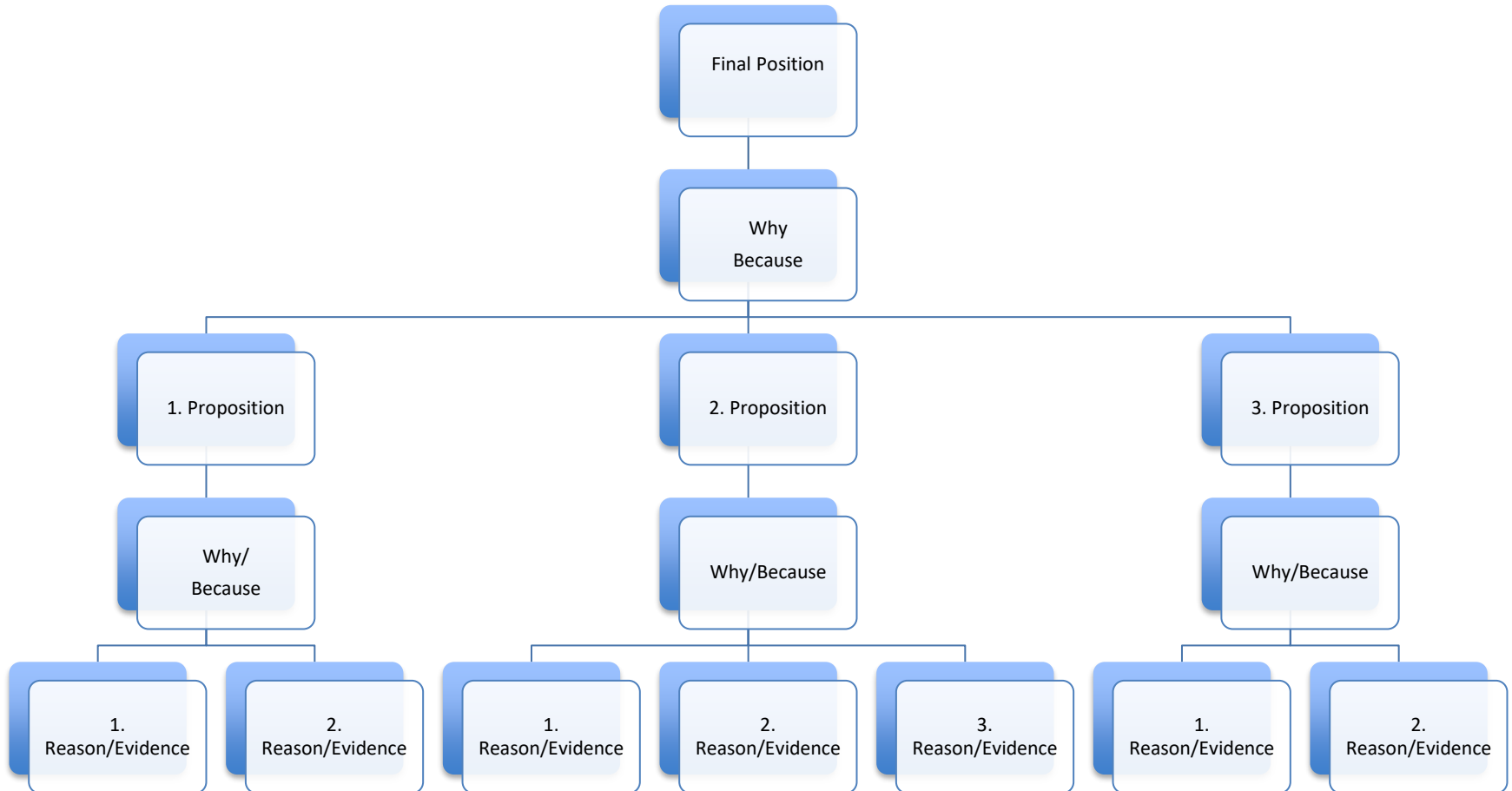
1. Structured



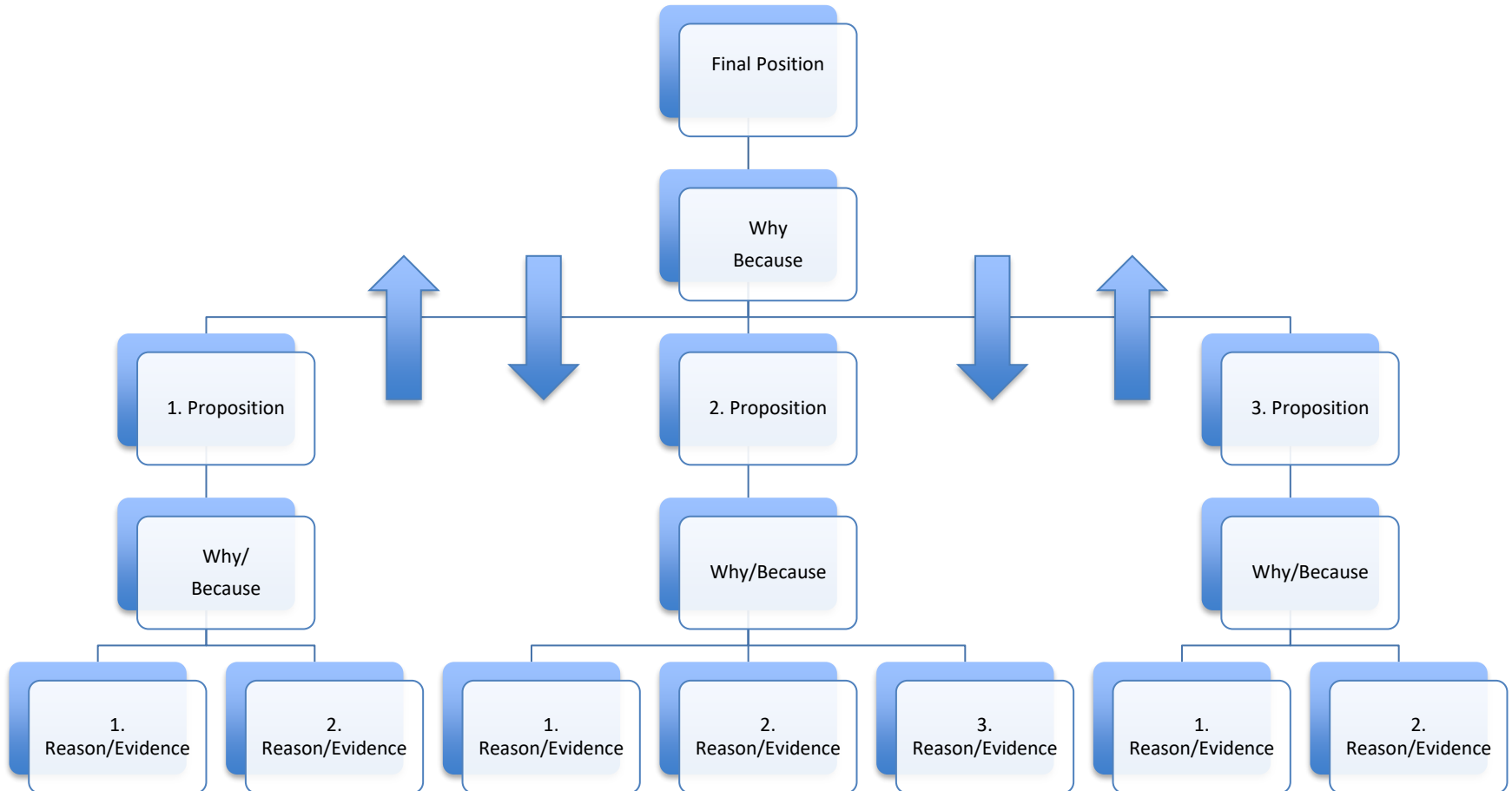
Logical



2. Reasoned

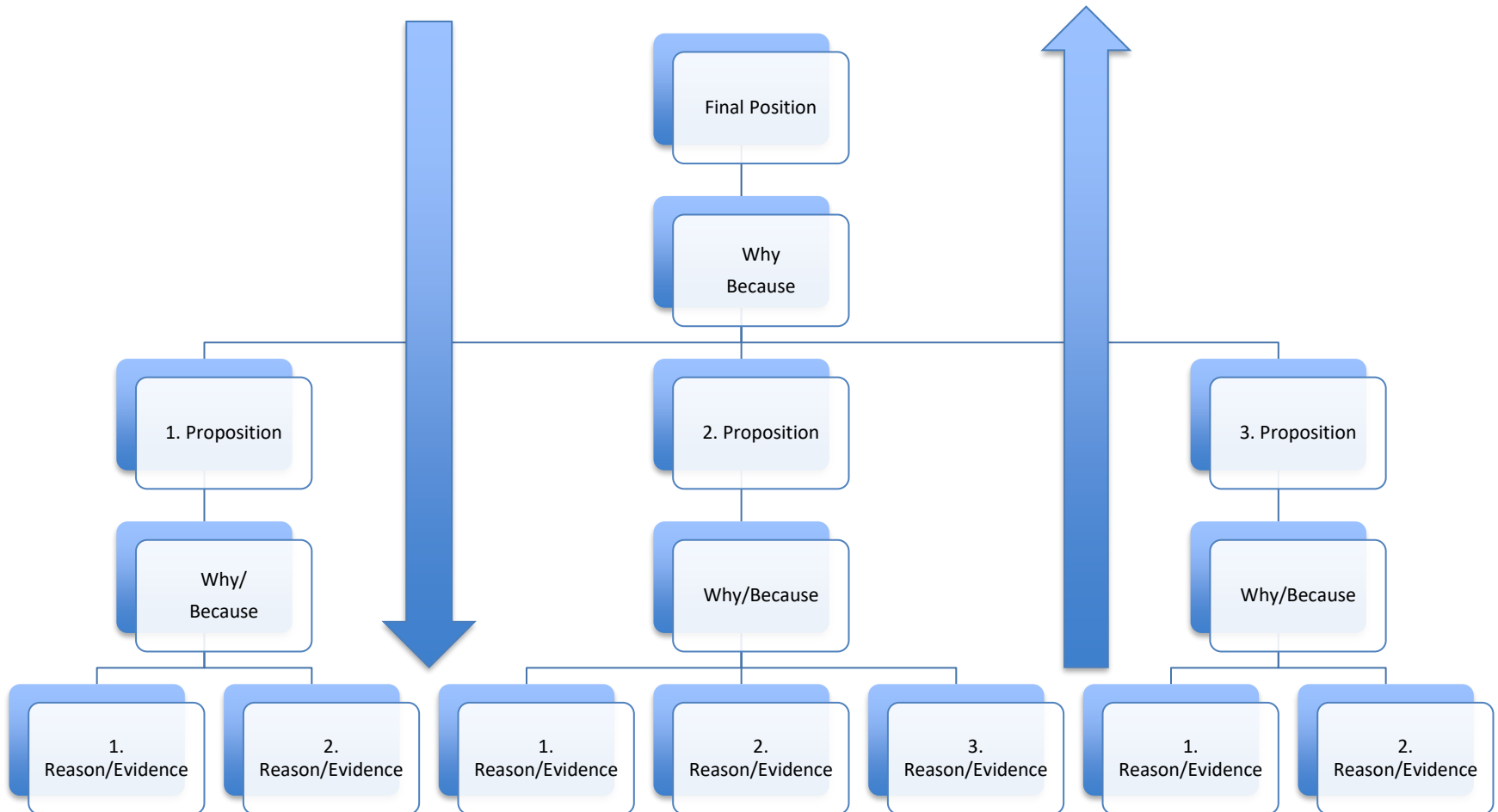


Why/Because – Both Ways

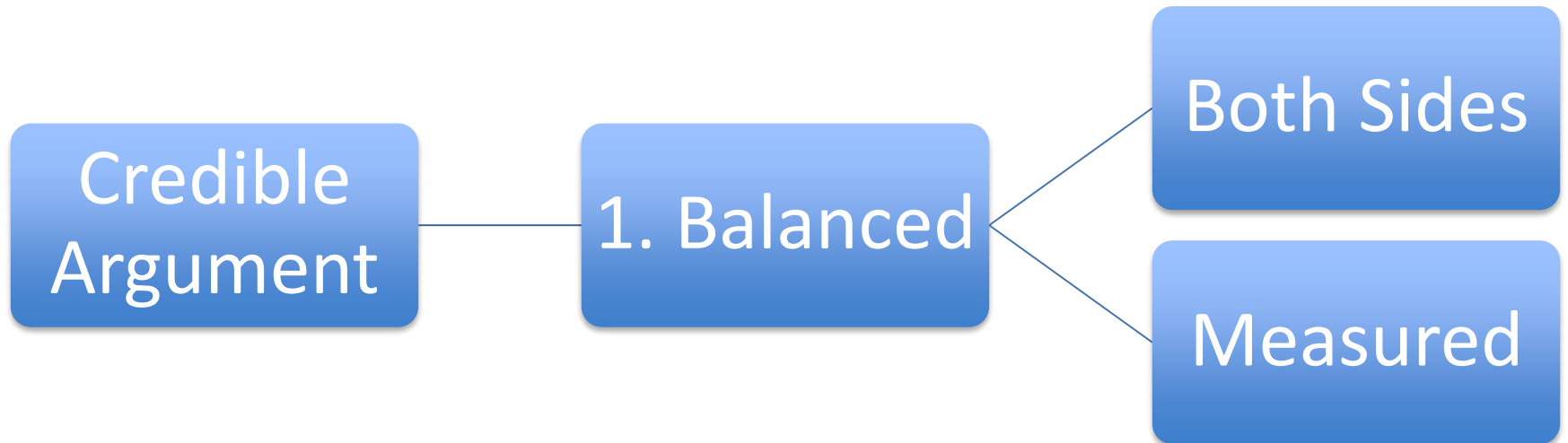


Closing

Evidence



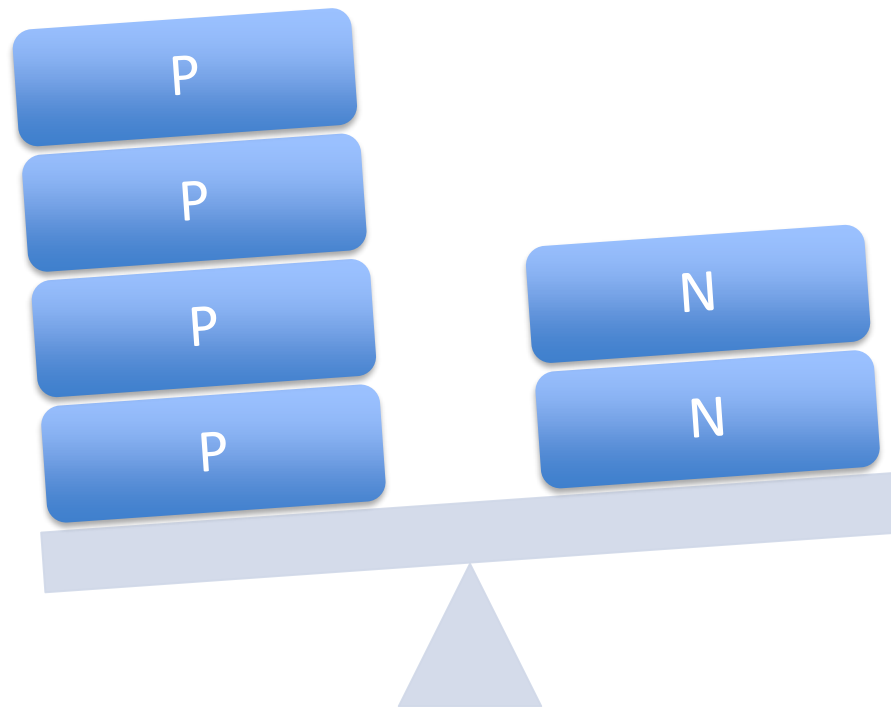
Credible



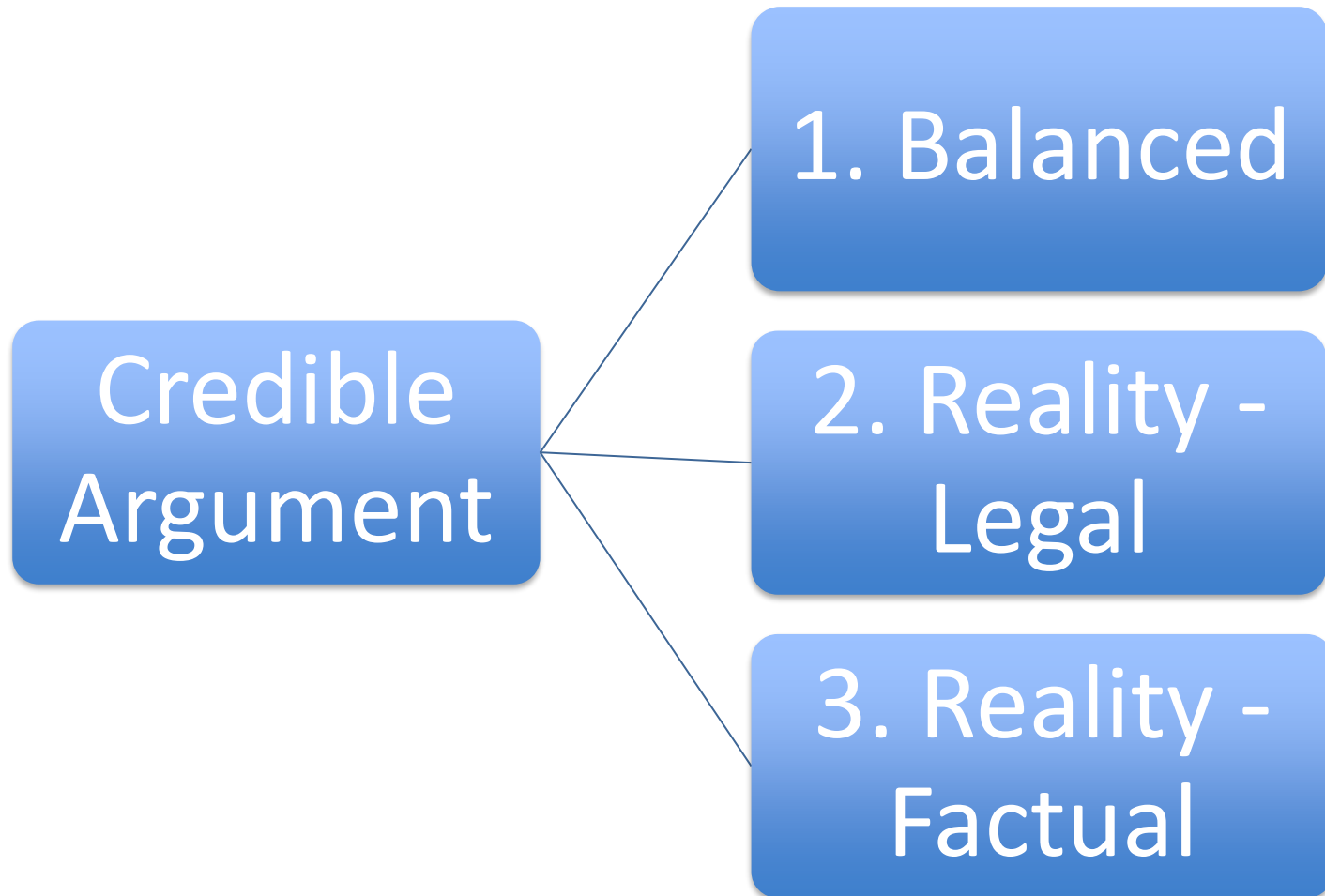
Balanced

Positive

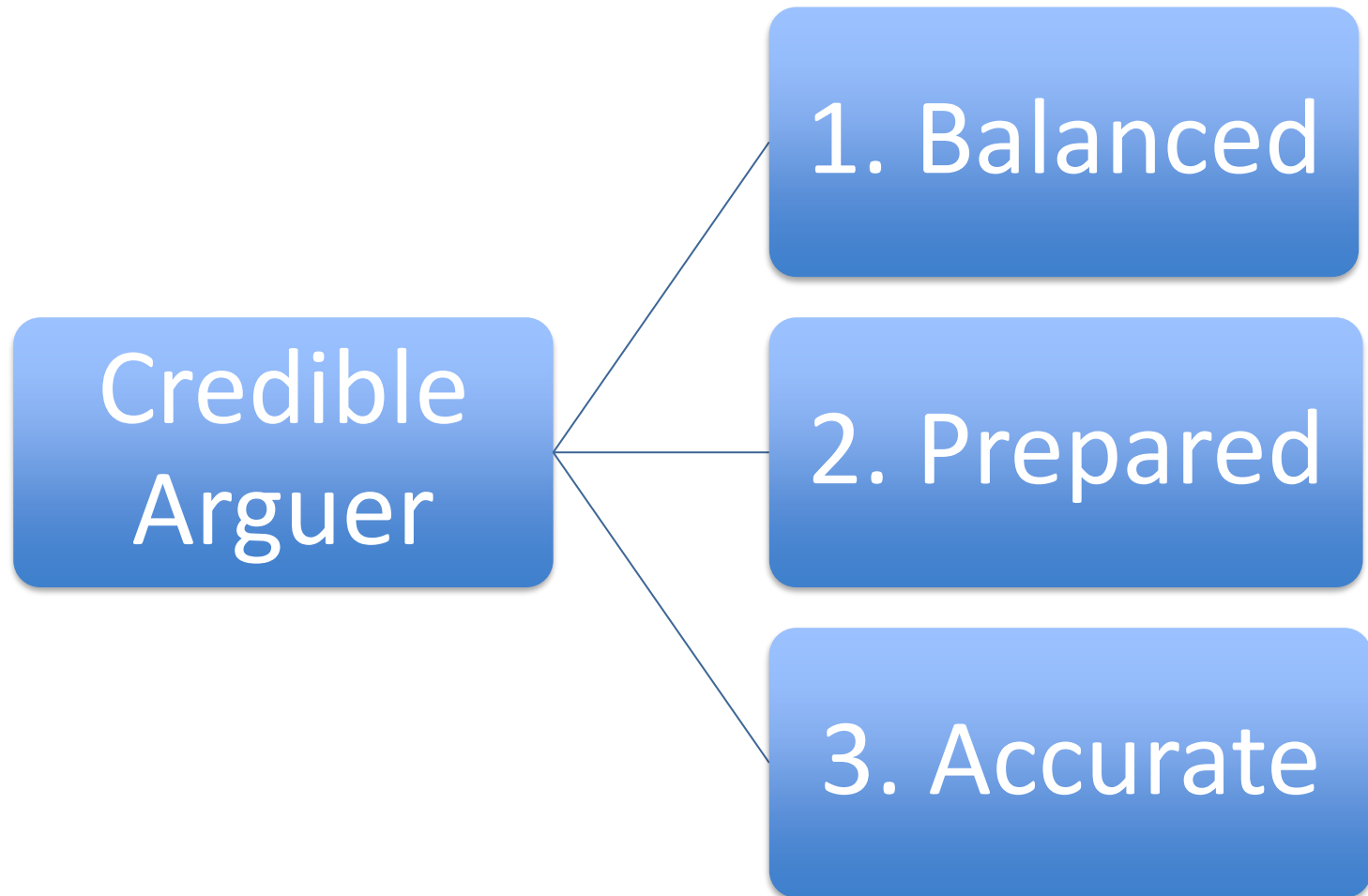
Negative



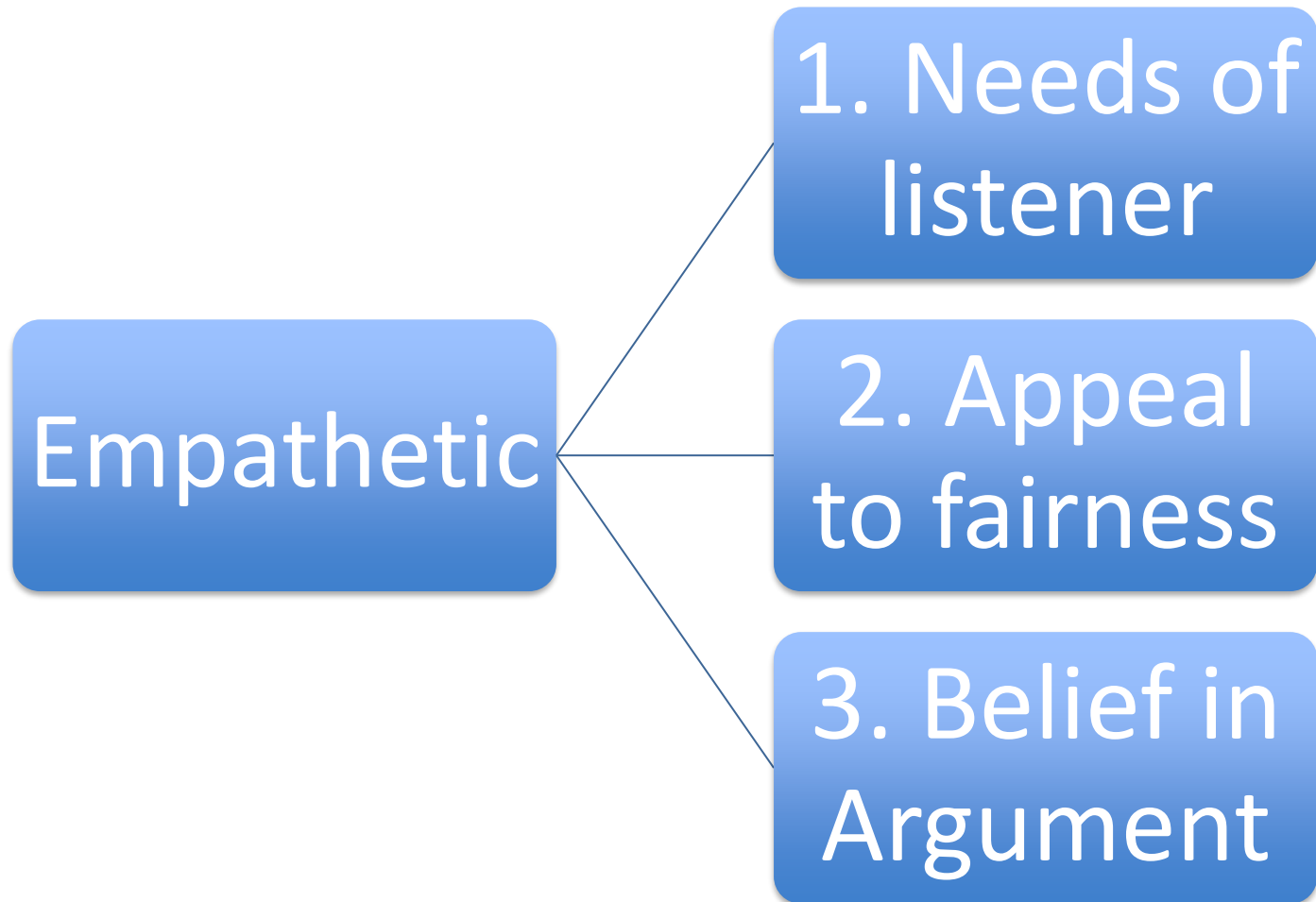
Credible



Credible



Empathy



Argument is....

Logical

- Structured
- Reasoned

Credible

- Argument
- Arguer

Empathetic

- Needs of listener
- Fair
- Belief