



Arguments

Written arguments likely appear in your everyday life, whether you read them, for example, in the form of an editorial in a newspaper, or write them, as in the form of a cover letter to a potential employer, asking to be hired. Using reason and emotion to persuade others is a daily part of every person's life—private and public—and producing effective arguments is a vital skill in and out of school.

Here are a few examples of types of arguments:

Persuasion: An attempt to influence the audience towards a particular action or belief.

- **Examples**

- advertisements to induce one into buying a particular product or brand
- campaign letters to induce one into donating money to a certain candidate
- application letter to gain admittance to a university or organization

Justification: An attempt to rationalize to yourself and others what you believe and why.

- **Examples**

- address to constituents by a public figure regarding an issue like taxation
- letter to board members by a CEO that defends how profits are spent
- job evaluation delivered to an employee by a supervisor

Problem Solving and Decision Making: An attempt to find solutions to an issue under debate.

- **Examples**

- legal briefs presented to a judicial member who is rendering a decision
- business memos sent to decision-makers in a company
- proposals created by contractors who have to satisfy their clients and regulators

How to Organize:

Successful argumentation asks you to conduct research in order to support your claims. In addition, you must also engage in a process of reasoning so that you can both explain and defend your actions, beliefs, and ideas. Once you've conducted your research (keeping in mind the credibility of your sources) and begun your reasoning process, you will also need to organize it in a persuasive, sound manner.