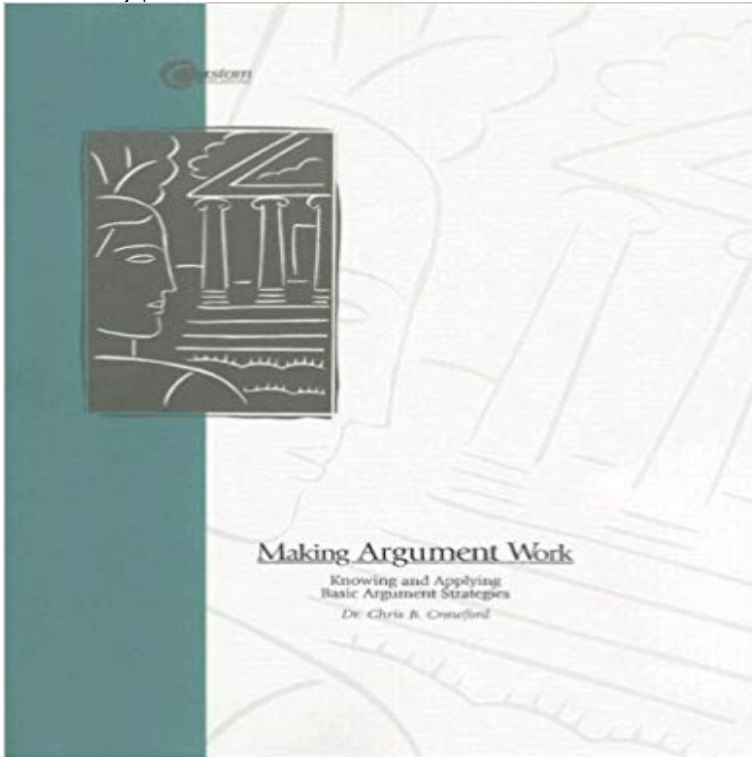


# Making Argument Work: Knowing and Applying Basic Argument Strategies



Making Argument Work: Knowing and Applying Basic Argument Strategies provides a practical overview of the creation of simple everyday arguments. The central thrust of this book focuses on helping arguers make their point, while teaching argument from the ground up. In the first unit of the book, readers are provided the basic building blocks for creating arguments and learn about the essential elements of every successful argument. Analyzing the broader social context and strategically positioning an argument for maximum effect is also discussed. A discussion of the role of language, nonverbal communication, and delivery strategies further helps arguers build the most effective case. Readers will also learn about argument strategies to avoid the many dreaded argument fallacies. In the second unit of the book, real application is given to the information presented in the first unit. Readers will get helpful hints and real practice in creating written arguments. Detailed attention is given to the importance of clear structure and ample support for every argumentative claim made. In addition to practical application of written argument, the verbal argument is given substantial treatment with many real world exercises provided to help readers hone their developing skills. This unit is rounded out by addressing mediated argument strategies and readers will find helpful hints on how to make the most of electronic arguments. Each chapter has clear objectives that define the learning that should occur as well as ample opportunity for reflection after the points have been made. This workbook also reinforces the learning of central concepts by asking the reader to complete simple interactive tasks focusing on the desired objective. Welcome to the practical world of creating argument!

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