

To build a strong argument, you need to follow a good plan. The 7 C's of argumentation can guide you. Follow these steps to convince others to accept your position.



## Situation Use perspective shifting to get inside the mind of your audience.

What is my topic?	
Choose a topic you ho	۷ĸ
a strong feeling about	

Consider

the

What is my purpose?

# Is it to persuade readers?

To get readers to take action? Who is my audience?

### Predict what your potential audience will

think about your topic.

I am (a/an) What if I were (a/an)

Young student	Adult homeowner
Busy with school	Busy working, caring for kids, maintaining home
Worried about land fills and resources	Unconcerned about recycling
Careful to recycle paper and plastic	As likely to throw out as to recycle

Use a pro/con chart to consider both sides of

## the issue. Pro Con

change: - Not enough people are recycling.

Why recycling

habits need to

- People are recycling the wrong materials.

- It's too expensive.

habits don't need to change:

Why recycling

 We're recycling more than other countries. - Recycling is a

government, not me. - It's a hassle to change.

problem for the

# What is my opinion? An opinion is your own personal view or feeling about a topic.

Clarify Your Thinking

Why do I feel this way?

consider before I am

certain of my opinion?

What other ideas should I

Construct Your Claim

### The claim is the main idea of your argument. It includes your topic and a special feeling you have about it. (See the formula.) Create a claim that is believable and debatable.

Recycling is good for the environment.

(Based on fact; no one will debate this.)

America urgently needs to change its recycling habits.

(Not everyone will agree.)

Use a formula to state your claim: Recycling in Topic:

Special new habits feeling needed right about it:

now

America

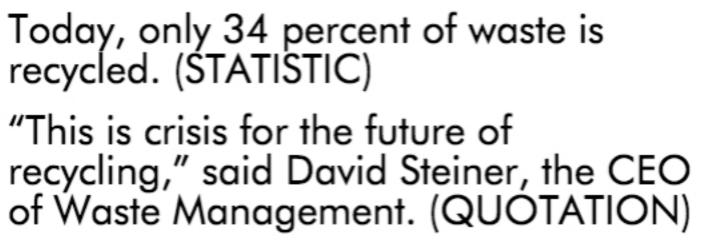
Claim:

America urgently needs to change its recycling

habits.

Collect Reasons and Evidence





Most recycling facilities are losing money. (FACT)

Recyclers too often place non-recyclable

My dad doesn't break down full boxes before

materials in their bins. (EXAMPLE)

In big cities such as New York, recycling glass, metal, and plastic costs up to double the amount of sending the material to landfills. (EXAMPLE) Reason 3: People aren't recycling properly.

Reason 1: Recycling rates are stalled.

recycled. (STATISTIC)

Reason 2: Current recycling

programs are too cosfly.

After increasing yearly for three

decades, rates remain about the same in 2015 as they were in 2010. (FACT)

throwing them in our bin. (ANECDOTE)

one of two ways:

### called evidence. Here are some effective types of evidence: Facts: Statements that can be proven true **Statistics:** Facts that contain numbers

**Examples:** How something works or what

A reason is a special detail that supports

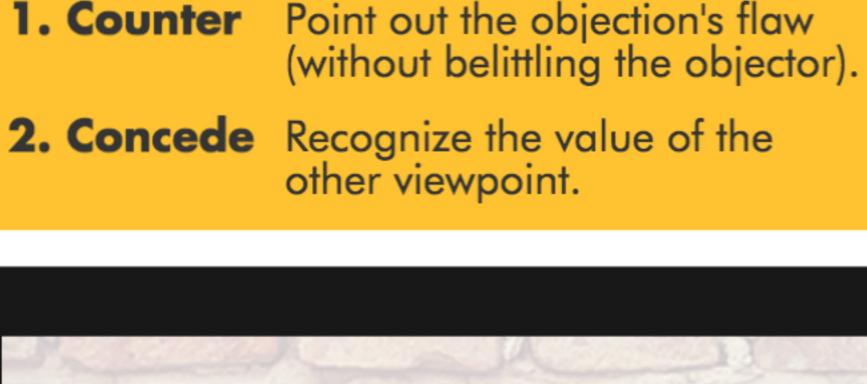
your claim. Reasons explain why your

Details that support your reasons are

claim is true or valuable.

happens Quotations: Specific words spoken or written by experts Anecdotes: Brief stories that help explain a

point



Consider Key Objections

Consider other points of view and respond in

homeowners is a leading cause of increased expenses at

recycling centers.

Follow a pattern based

Craft Your

Argument

your readers' wants and needs.

Objection: Americans already recycle

Concession: It's true that America is

all other nations.

at higher rates than almost

among the leaders, yet

Americans don't recycle.

nearly two thirds of

readers to be receptive, start with your reasons. For resistant audiences, address any objection right away. Along with reasons and evidence, you can gain support by making appeals to



on your audience. Resistant How you organize your argument **Audience** depends on your audience. If you expect State Claim

> Reason and **Evidence** Best Reason and Evidence

Objection and

Response

Receptive

**Audience** 

State Claim

Best Reason

and Evidence

Reason and

Evidence

Objection and

Response

Confirm Claim

Confirm Claim

Make a final appeal to your audience and call readers to act on your main point.

Confirm Your

**Main Point** 

Join Donate Go

Use a command verb to make your



call to action as clear as possible: Write Support

Source: Inquire: A Student Handbook for 21st Century Learning

Learn more about argumentation and persuasion at

generations.

Support recycling reform for the good of current and future

Thoughtful Learning k12.thoughtfullearning.com