Contents

	Figure Acknowledgements Introduction	ix
1	What do you do when you argue a case? Claims and conclusions Reasons and inference Titles as questions Support for a conclusion	Suns Luci
2	How will you make yourself clear? Vagueness and definition Assumptions Ambiguity and conflation Ordering and indicating	19
3	What case have others made? Counter-claims Counter-argument Selection and evaluation of sources Reputation and expertise	41
4	What do you make of these arguments? Overstatement and straw man Causes and conditions Appeals to the past Appeals to feelings	59
5	How will you support your case? Examples and anecdotes Facts and factual claims Statistical evidence Credibility and corroboration	82
6	How much can you be sure about? Certainty and plausibility Deductive argument Conditional claims Logic and truth	103
7	How much is a matter of belief? Point of view Belief and opinion Bias and neutrality Values and principles	123
8	Are you over-simplifying the issue? Ad hominem and tu quoque ploys False dichotomy Over-generalization Analogy and slippery slope	143

9	Does your argument hang	together? 165	
	Consistency and coherence Changing the subject Begging the question		
	begging the question		
10	How will you lay out your	case? 185 nottsubortni	
	Structure of reasoning Intermediate conclusion Alternative inferences		
	Quotation and referencing		
1	A summary of recommen		
	effective argument made	in this hands	
	Exemplar arguments	208	
	Responses to questions	Vagueness and definition	
	Index	231 Mallion the Musicine	
		What do you make of these arguments	
	Top		
		Appeals to the pest	