

# 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

- No matter how often repeated
- No matter how emphatic

The contrary  
position

- Of every point
- Regardless of the merits

Recitation of  
Facts

- No structure
- No persuasion

Argument is

Argument

Propositions

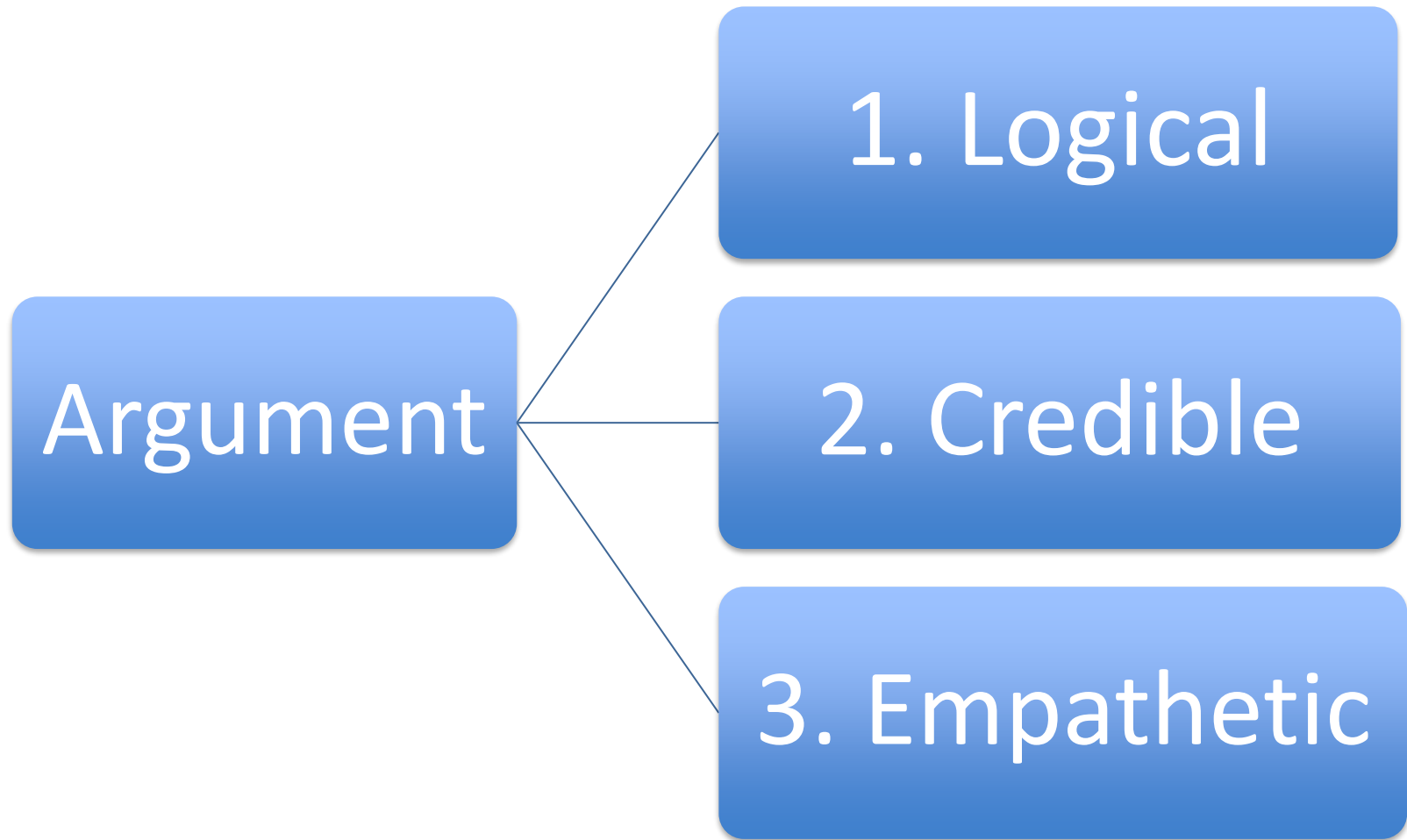
Reasons

Persuade

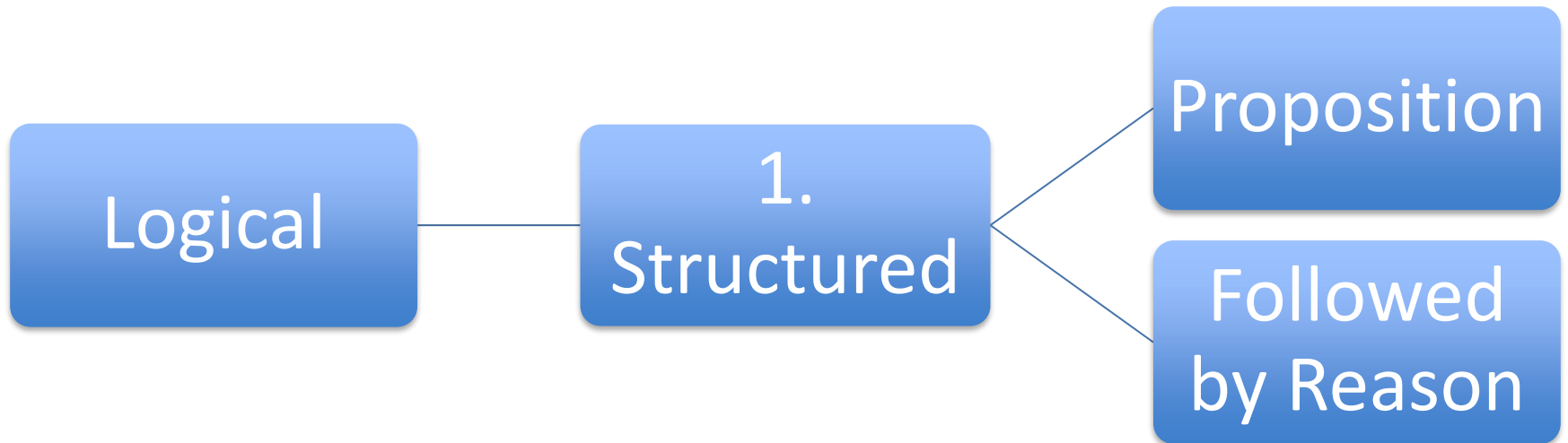
Conclusions

Result

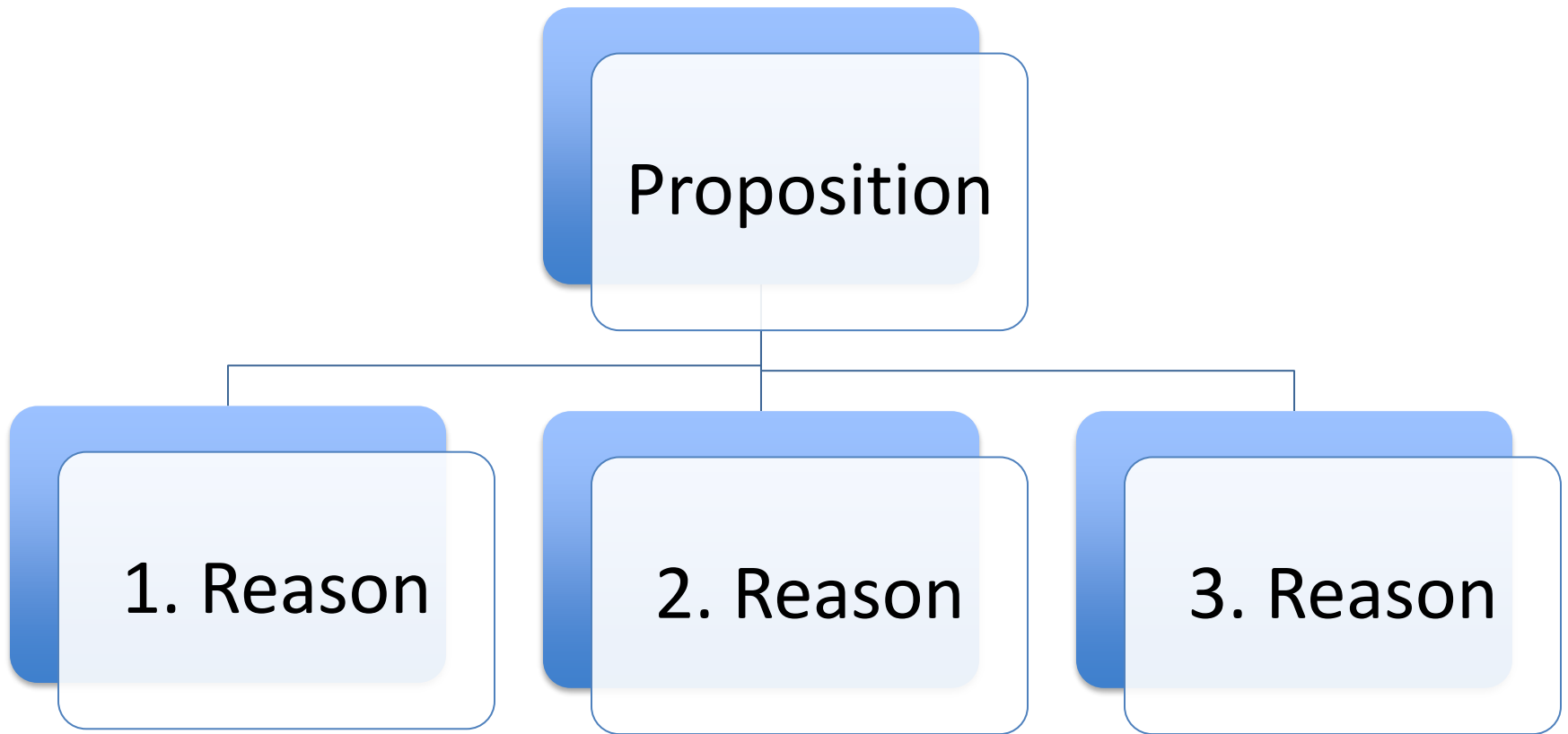
# Persuasive Argument



# Logical

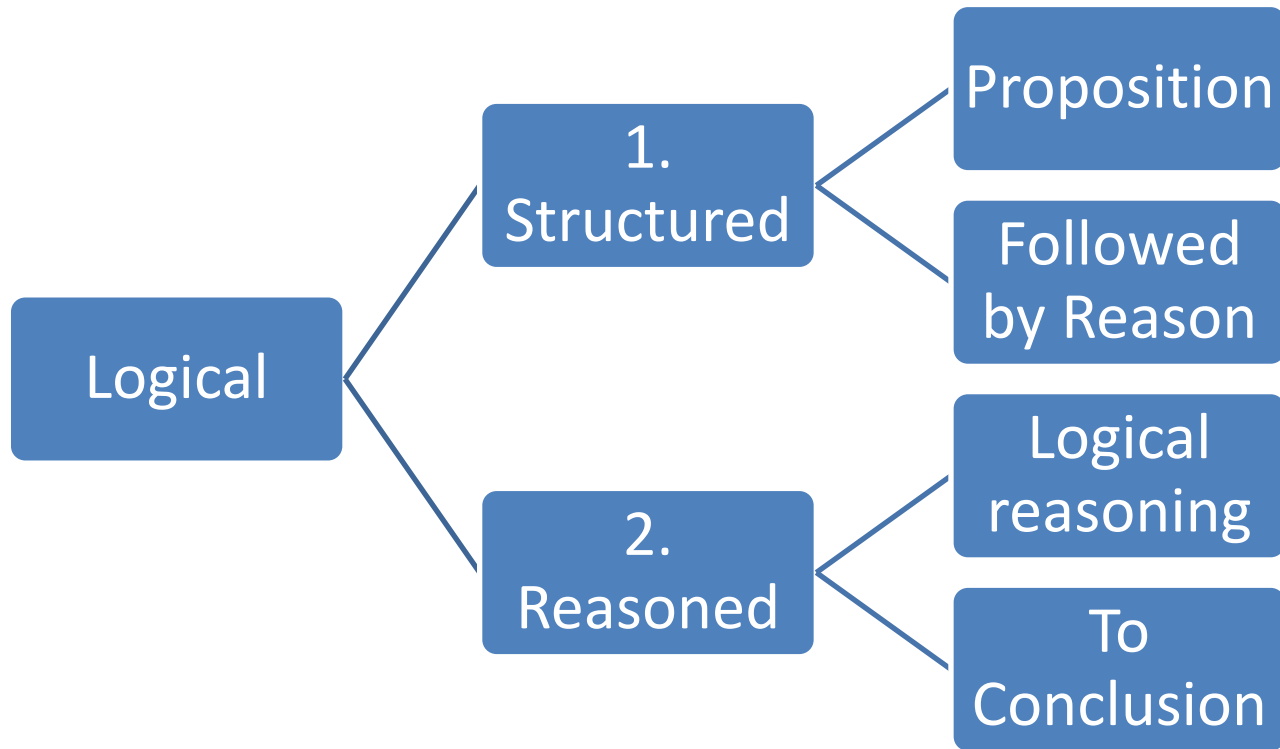


# 1. Structured

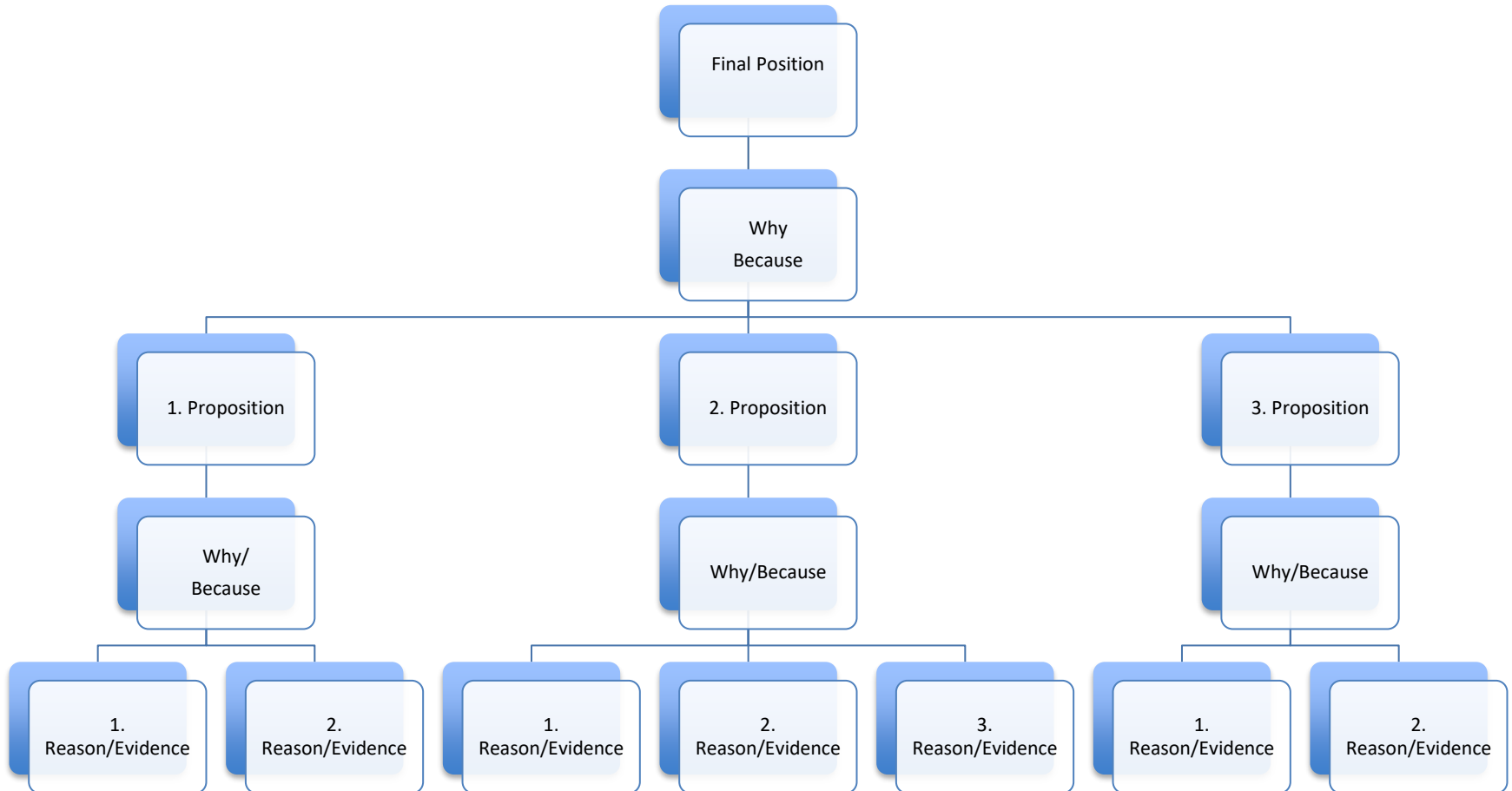




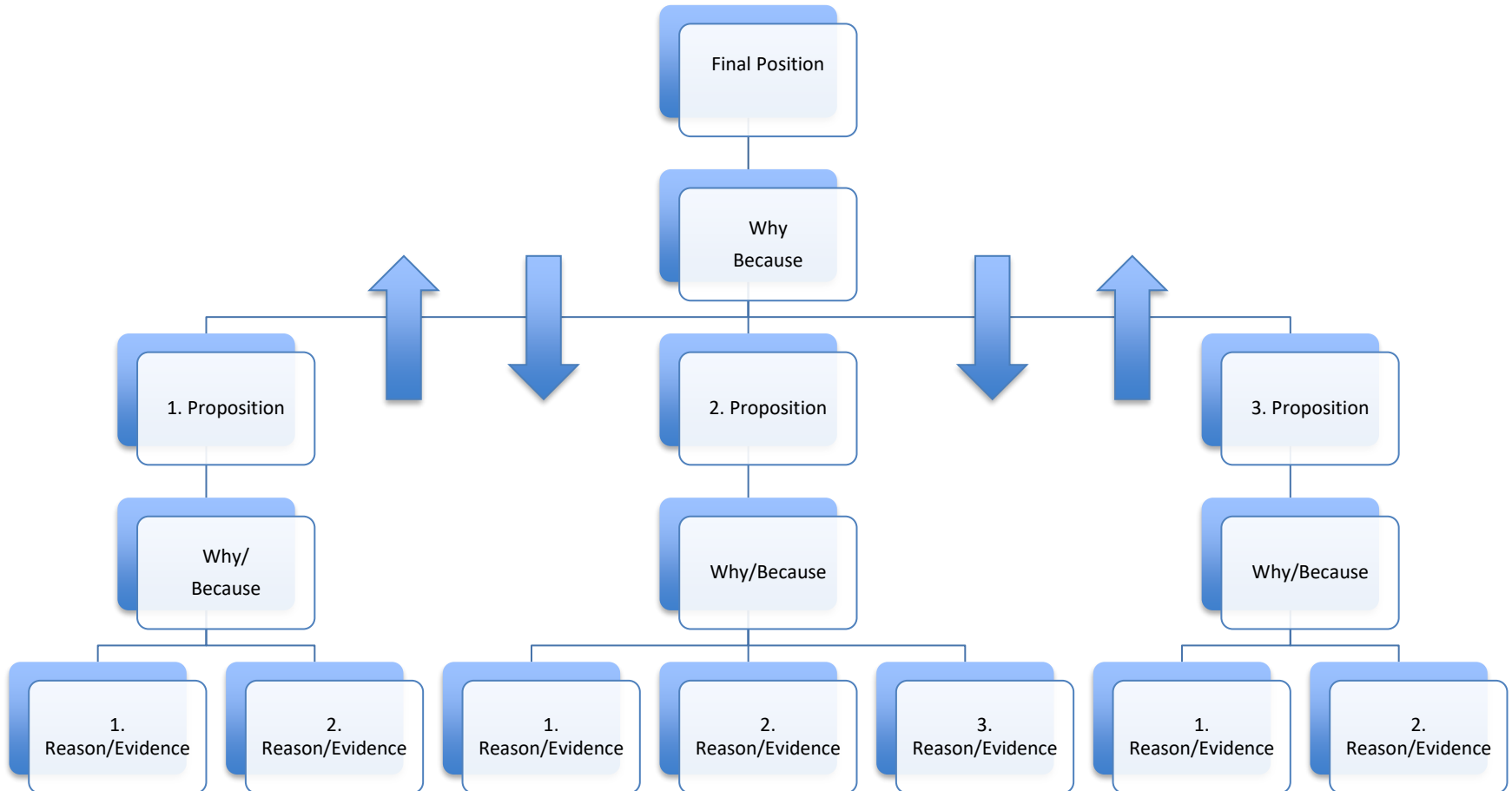
# Logical



## 2. Reasoned

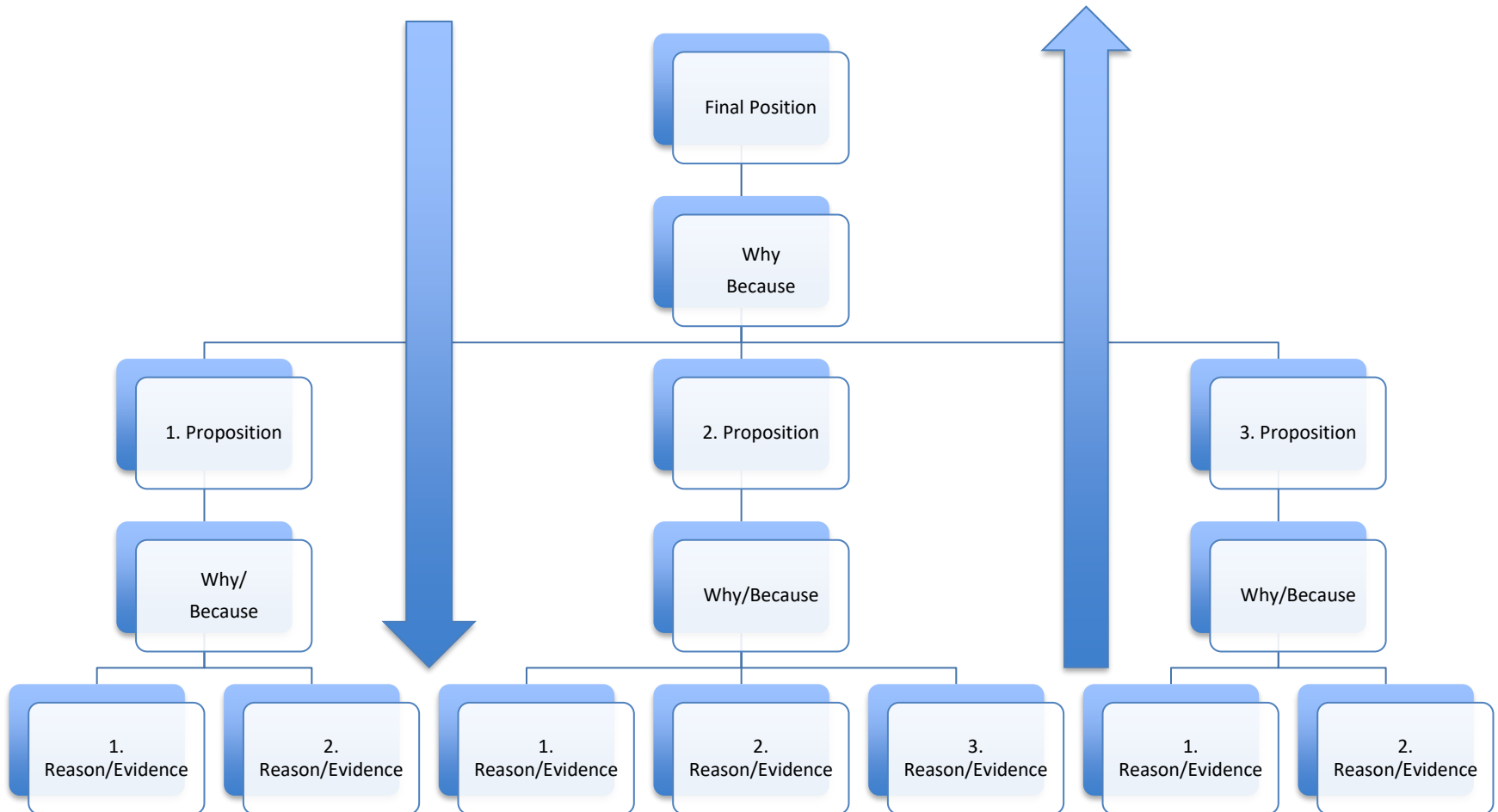


# Why/Because – Both Ways

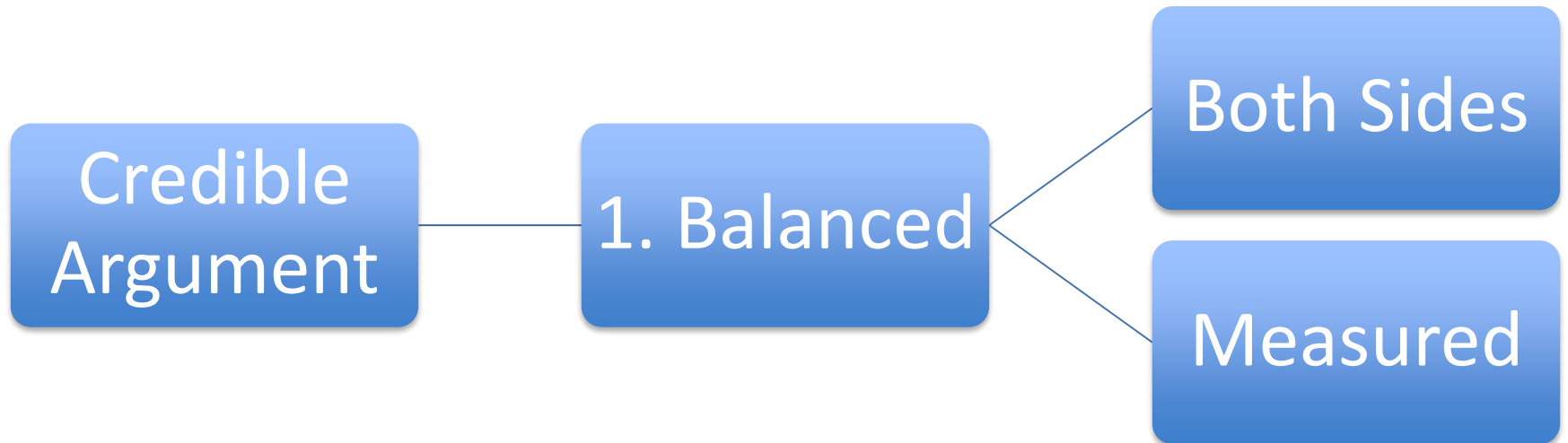


# Closing

# Evidence



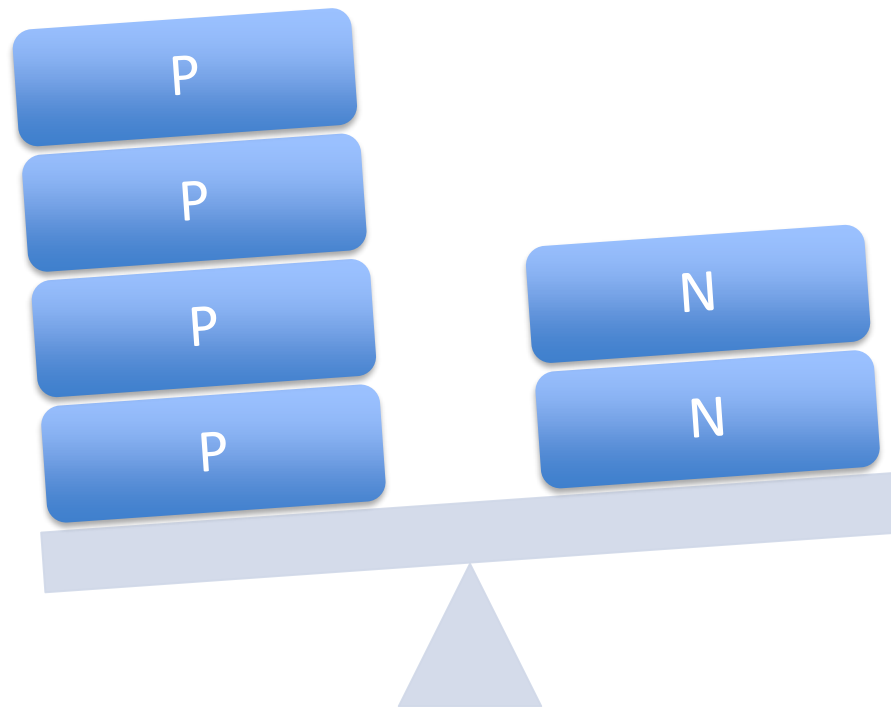
# Credible



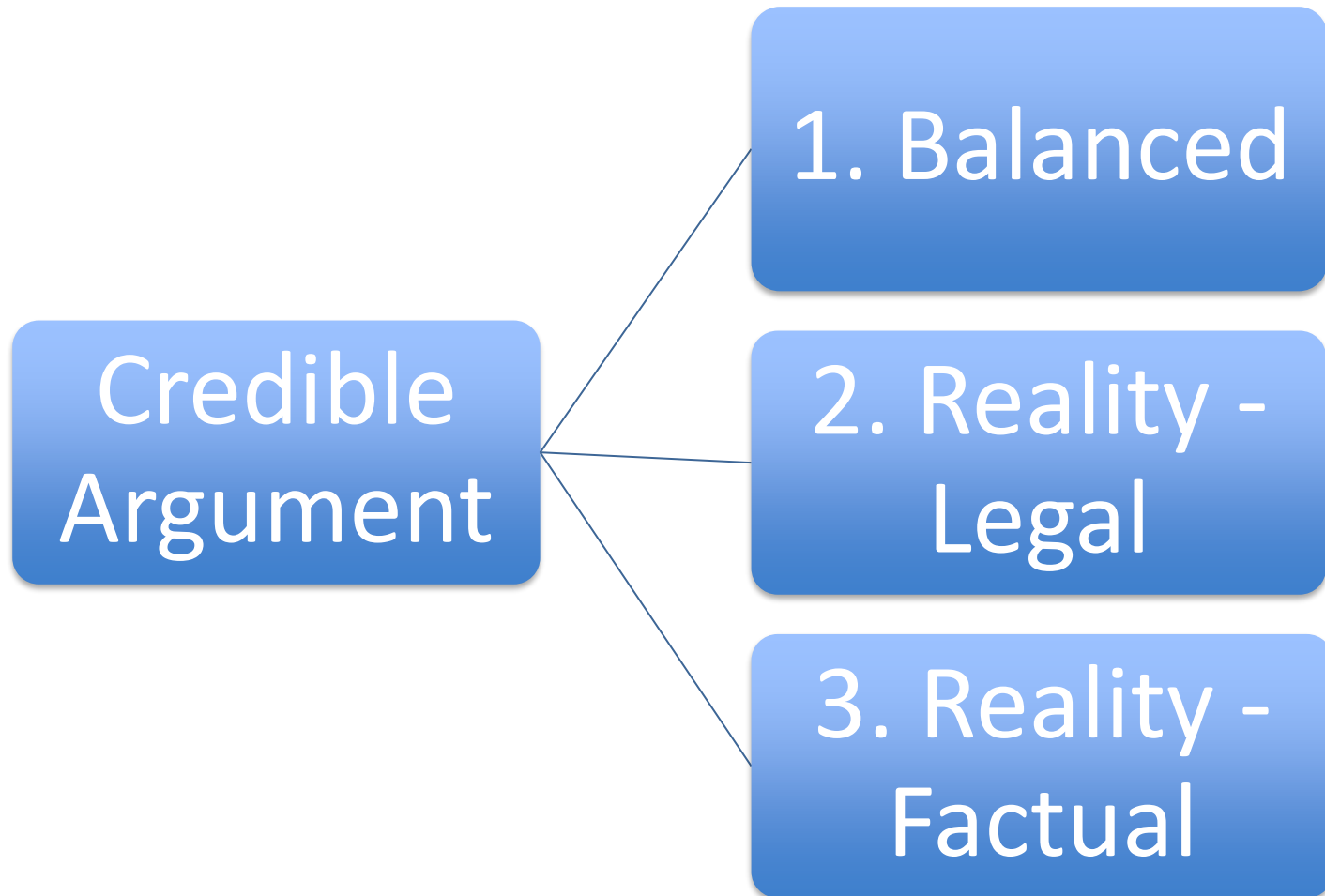
# Balanced

Positive

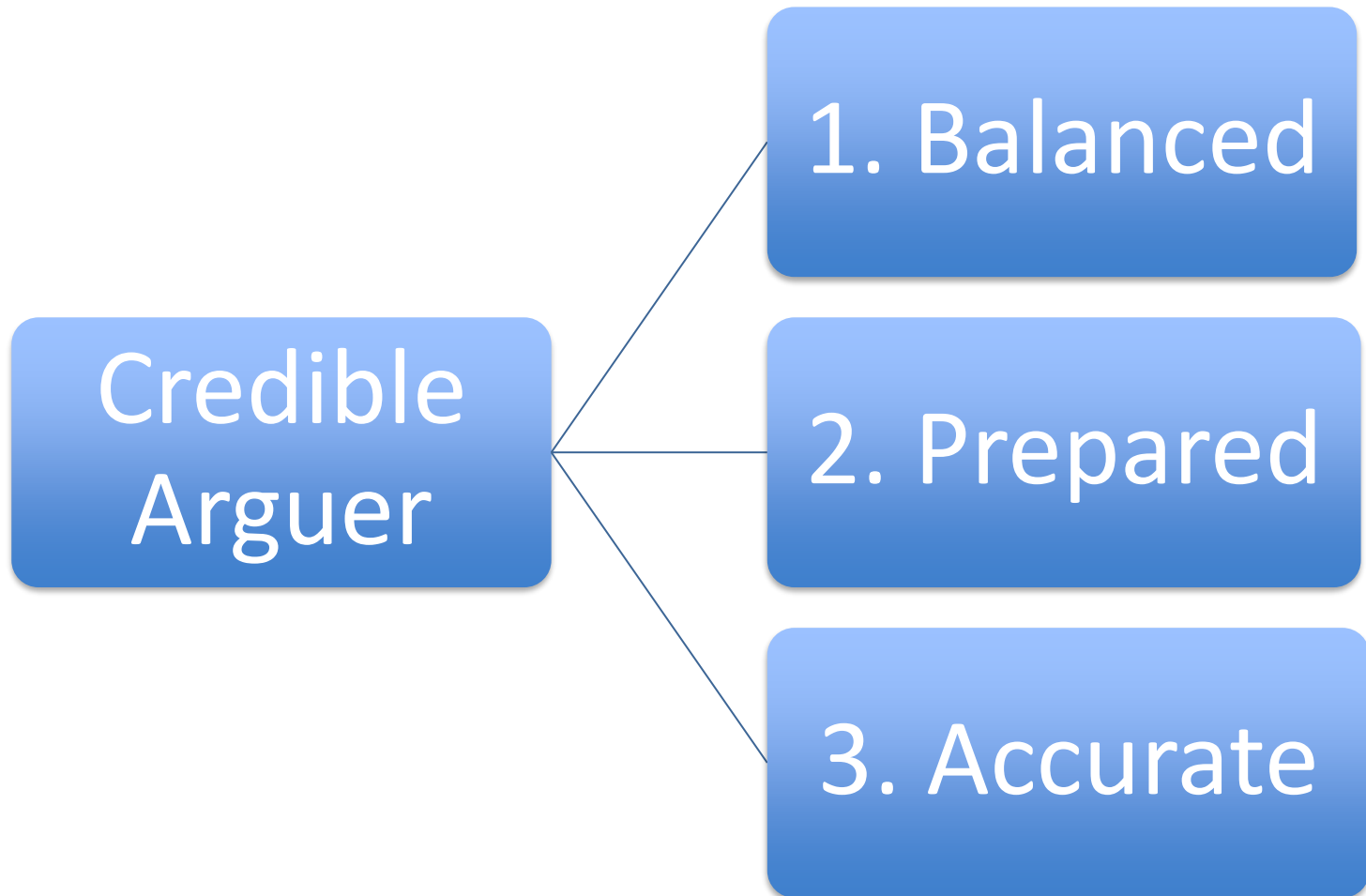
Negative



# Credible

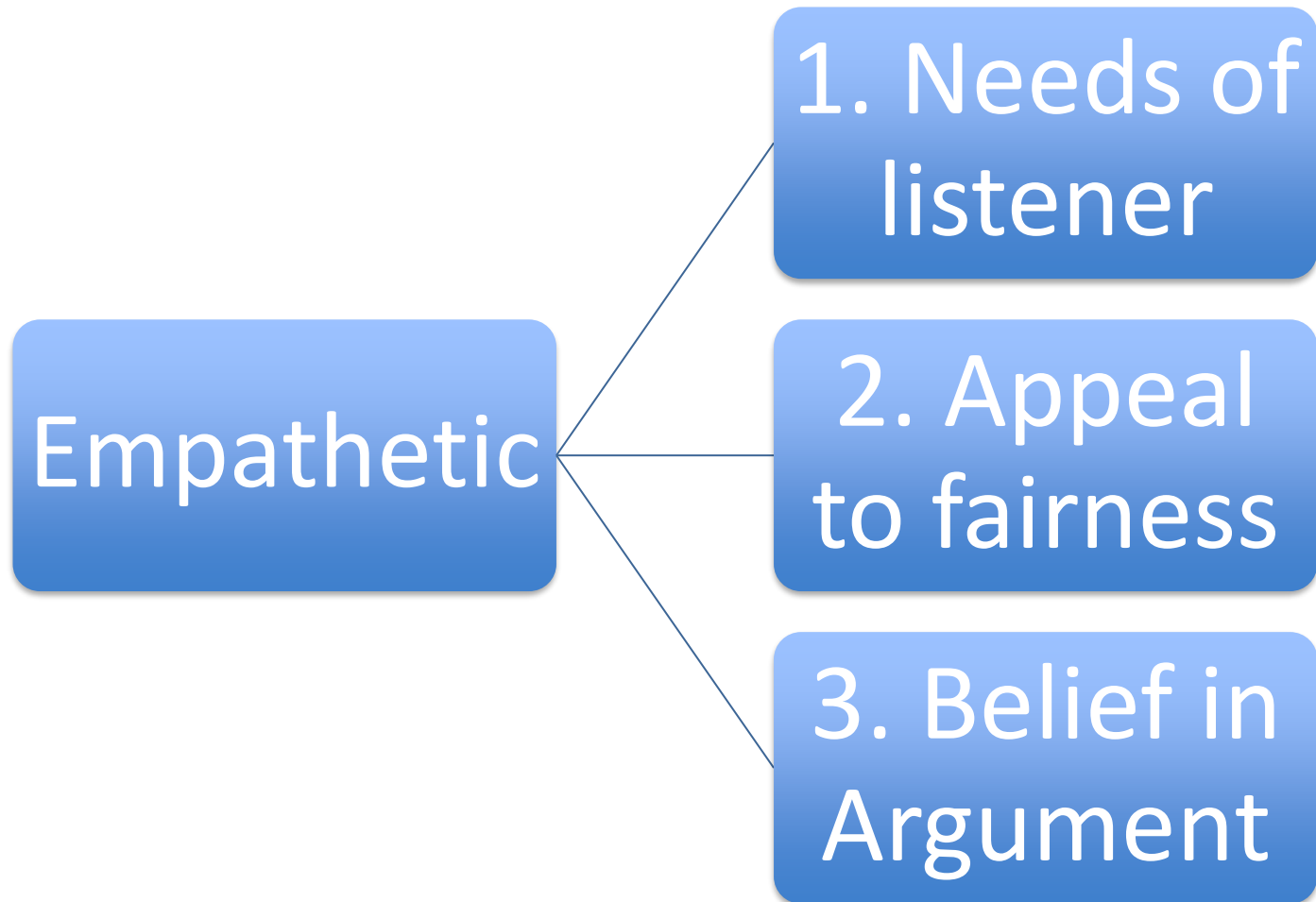


# Credible





# Empathy



# Argument is....

Logical

- Structured
- Reasoned

Credible

- Argument
- Arguer

Empathetic

- Needs of listener
- Fair
- Belief