

- Persuasive argument theory
 - There is a pool of arguments for one issue
 - Individual sample from the pool
 - Peripheral route Shortcut to avoid hard work of imploring and exploring arguments and evidence

Common Topics

- More/Less - argument of magnitude, weight of importance, scale
- Possible/Impossible - argument to promoting thinking of alternatives
- Past Facts - argument of likelihood of whether something has occurred
- Future Fact - argument of prediction of the future

Reasoning Types of Argument

- Enthymeme
 - Jointly created between the rhetor and audience
 - Has force from the audiences
 - Audience can draw their own conclusions even though it's the Rhetor's conclusion being pushed
- Induction
 - Seductively draws audience to accept rhetor's conclusion
 - Rhetor draws details examples in order to arrive to the claim
 - Rhetor presents claim or thesis and proceed to documents to claim its true/authentic
- Casual
 - Establishes relationships between two phenomenon
 - Adhere to scientific method
- Analogy
 - Compare two phenomena in order evaluate, predict, or dramatize the rhetor's point
 - Adhere to the jurisprudence model (courtroom style)

*Second level of argument is subtle and implicit