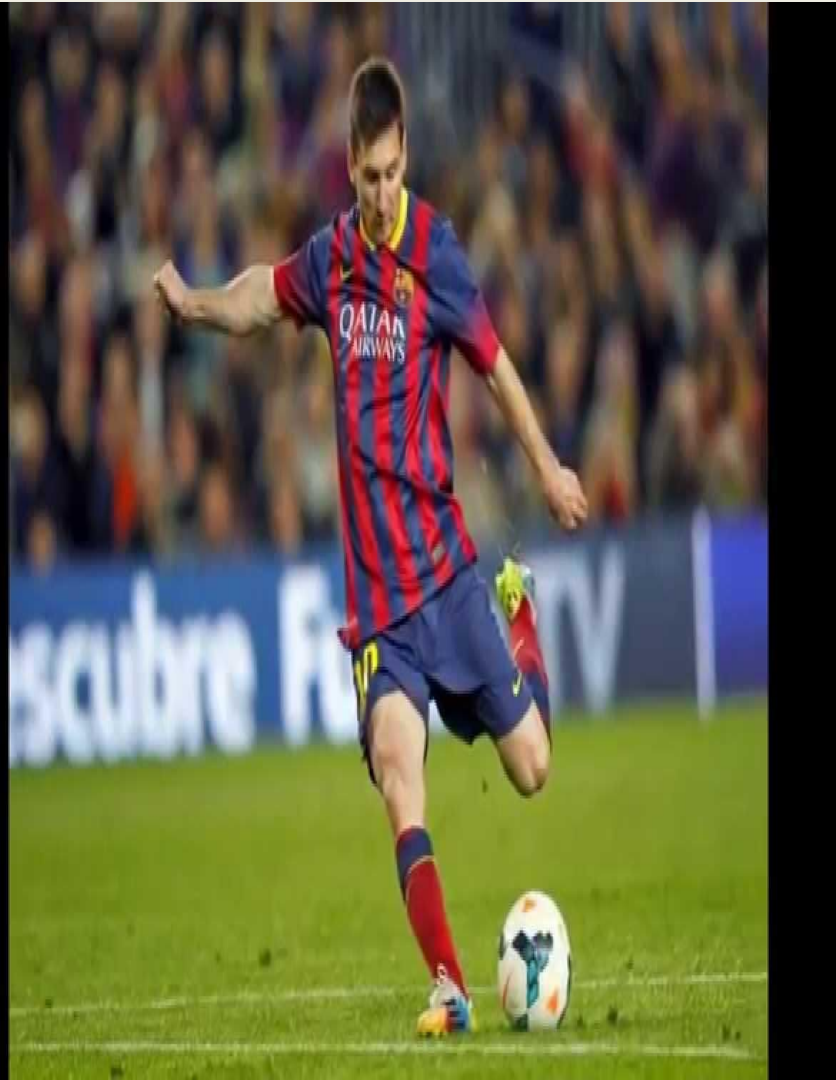


A thick black L-shaped frame is positioned on the left and bottom edges of the slide, framing the central text.

ARGUMENTATION

The lecture by Alikhan Kazenov

This is your weapon



Universe A



Universe B



Before an argument

- Model
- Determination of the problem
- Reasons of the problem
- Why is it important?
- Agents of the motion

Argument

Statement

Reasoning
Why is it true?
Why?

Impacting
Why is it essential?
Why?

Comparative

Why is it better than alternative ways?

Why is it better than the case of the opposite side?
(by the same criteria)

Reasoning

- Begin with a fundamental truth
- Cause-effect analysis
- Several reasons
- «Even if» technique
- Never exaggerate
- An example is not the reason

Impacting

- Group of people (first of all the most important group, usually the most vulnerable groups such as poor people, minorities, etc.)
- Different groups - different impact
- Detailed analysis (Как именно они страдают/получают удовольствие)

Comparative

- Analysis of alternative ways
- Uniqueness of benefits/harms
- How does it work on their side of the house?
- Should include impacting
- Comparative with the best scenario on their side of the house

Criteria

- How strongly does it impact
- Possibility of it taking place
- Number of agents
- Uniqueness

Structure

Model

- How does it work?

Problem

- Reasons of the problem
- Importance of the problem

Solution

- Why is it true?
- Why is it essential?
- Why is it better in comparison?

Tips

- POI
- Academic words
- «Honorable speaker»
- Handbook, Casebook
- Every argument is about people
- Always improve your English
- Enjoy the process
- Agree with a trade-off