

# SPEECH 133

## Argumentation

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Consultation hours: Thurs-Fri, 1-5 PM



### Week 3

#### Study and Activity Guide

*September 12 – Asynchronous (read the materials)*  
*September 15 – Synchronous (class discussion via Zoom)*

#### Recap

Our activities last week allowed us to get to know each other and to set collective goals and expectations for the course.

#### I. STUDY GUIDE

**Objective:** Trace the historical development and understand the nature and ethical standards of argumentation

#### TOPIC: BACKGROUND ON ARGUMENTATION

##### 1. Let's Begin.

In this day and age when the term argument has become synonymous to verbal hostility and interpersonal conflict, it is pressing to review our view and understanding of argumentation. According to Rybacki and Rybacki (2012), "argumentation is a form of instrumental communication relying on reasoning and proof to influence belief or behavior through the use of spoken or written messages" (p. 3). This definition shows that argumentation is not simply the

interchange of words to prove one's point, but the use of logic and evidence to persuade others.

This lesson will provide a firm foundation for the definition and nature of argumentation. In particular, we will look into the historical roots and theoretical perspectives of argumentation as well as the ethical standards that should be practiced when one engages in argumentation. After this lesson, it is important to remember that argumentation can be a process or means of communication, but not an end in itself.

## **2. Read.**

Read the following materials (available on the course site):

- a. What is Argumentation? (Rybacki & Rybacki, 2012)
- b. The Argumentative Perspective (Zarefsky, 2019)

You can also read Martin Hinton's (2021) evaluation of the language of arguments, which may also be found on the course site (title: Pragmatics, Rhetoric, and Semantics).

## **3. Think.**

- a. What do you think are the advantages and disadvantages of using argumentation as a means of influencing the belief and behavior of others? How will the advantages of argumentation improve your ability to communicate your views in a controversy? How will you overcome the limitations of argumentation?
- b. How would you redefine the meaning of argumentation with respect to social media?

- c. If you were to develop a code of ethical standards for this class, what will you consider to be ethical and unethical behaviors in argumentation?

## II. ACTIVITY GUIDE

CLASS PARTICIPATION FORUM 1. Proceed to the course site and participate in the discussion forum. Make sure to carefully follow the instructions provided on the course site.

### References

Hinton, M. (2021). *Evaluating the language of argument*. Springer Nature Switzerland AG. DOI: <https://doi.org/10.1007/978-3-030-61694-6>

Rybacki, K.C., & Rybacki, D.J. (2012). *Advocacy and opposition: An introduction to argumentation* (7<sup>th</sup> ed.). USA: Allyn & Bacon.

Zarefsky, D. (2019). *The Practice of Argumentation: Effective reasoning in communication*. Cambridge, UK: Cambridge University Press.