

HOW TO OUTMANEUVER ARISTOTLE: AN UCWBLEER'S HANDY GUIDE TO BUILDING A PHILOSOPHICAL ARGUMENT

DIFFERENCES IN LOGIC AND RHETORIC

Although Aristotle is the "father" of rhetorical appeals and logic, a philosophical argument should be approached in a different manner than a typical rhetorical analysis.

RHETORICAL APPEALS
*A means of **effective**
communication/persuasion*

LOGIC
*A means of **rational** persuasion*

SPECIFIC PHILOSOPHICAL CONVENTIONS:

Let logos be your ethos!

Use the first-person voice freely

Say exactly what you mean

Avoid using direct quotes

Present opposing arguments charitably

STEP 1

Build a precise thesis:

Are you arguing to support a philosopher's argument?

Providing objections?

Defending it against potential objections?

STEP 2

Build your argument:

Deductive Reasoning

Inductive Reasoning

Abductive Reasoning

STEP 3

Avoid logical fallacies

STEP 4

Raise and reply to objections then conclude by stating the argument you just made

A CLOSER LOOK: THE BIG 3 LOGICAL FALLACIES

Ad Hominem: when a writer attacks the character, motives, or other personal attribute of a person making an argument.

Straw Man Fallacy: when a writer misrepresents, distorts or ignores the real argument, builds up a fake one, defeats the fake argument, then claims victory over the real argument.

Begging the Question: occurs when an argument's premises assume the truth of the conclusion, instead of supporting it. Typically, it's a circular argument and leads nowhere.