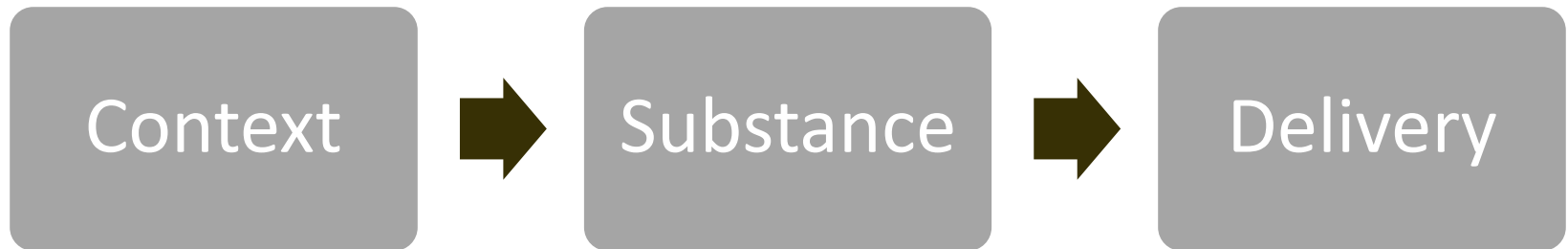


Basic structure of argumentation

Lukáš Lehotský

How does argumentation differ from other speech acts?

Basic components of persuasion



Context

Let's meet at 8



 **Tom Bishop**
@FliesInLakes

 Follow

Following Sir Tim Hunt's useful advice I've updated the laboratory signage [#distractinglysexy](#)

3:40 PM - 10 Jun 2015 · Southampton, England, United Kingdom

  1,070  696



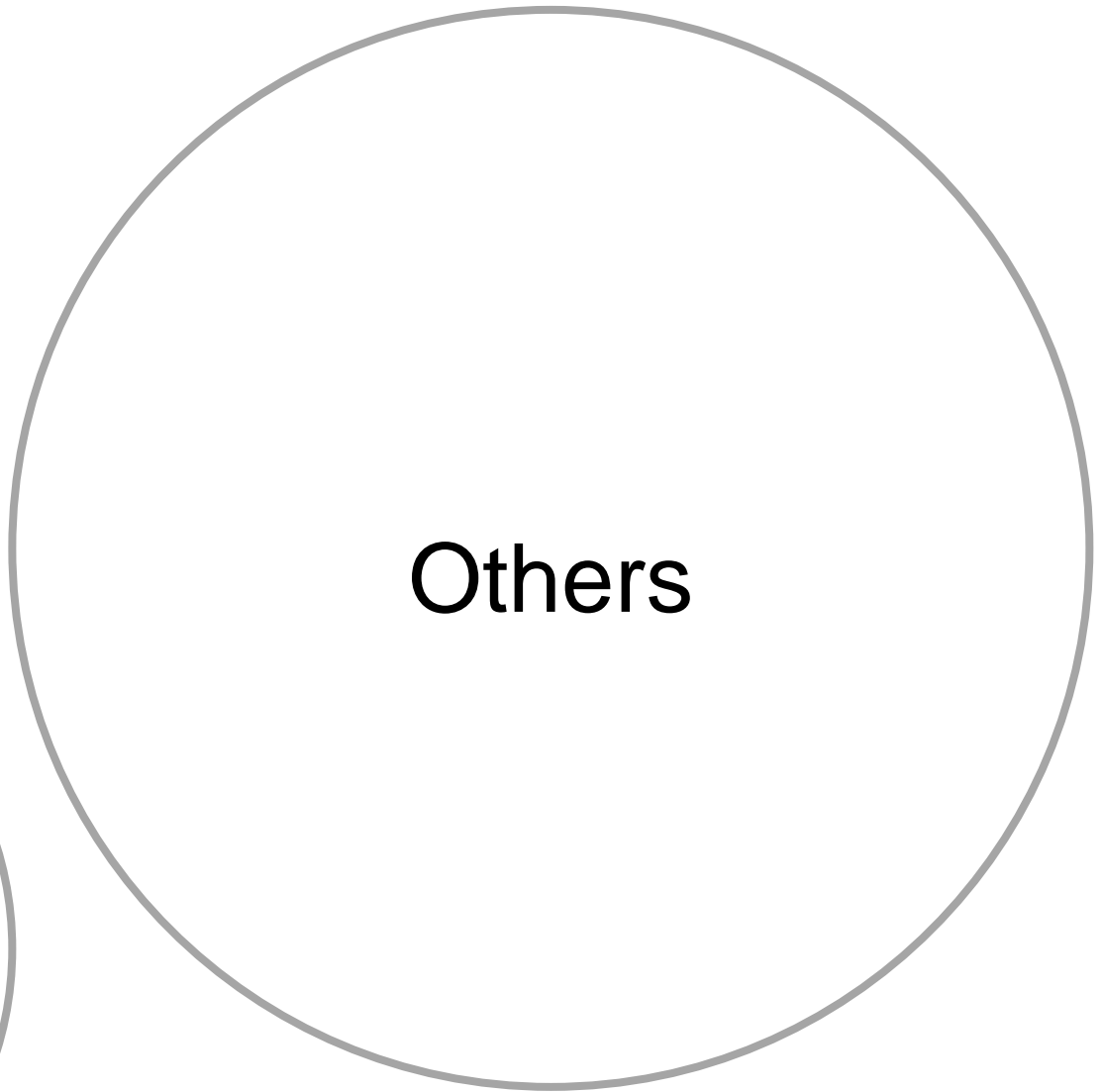
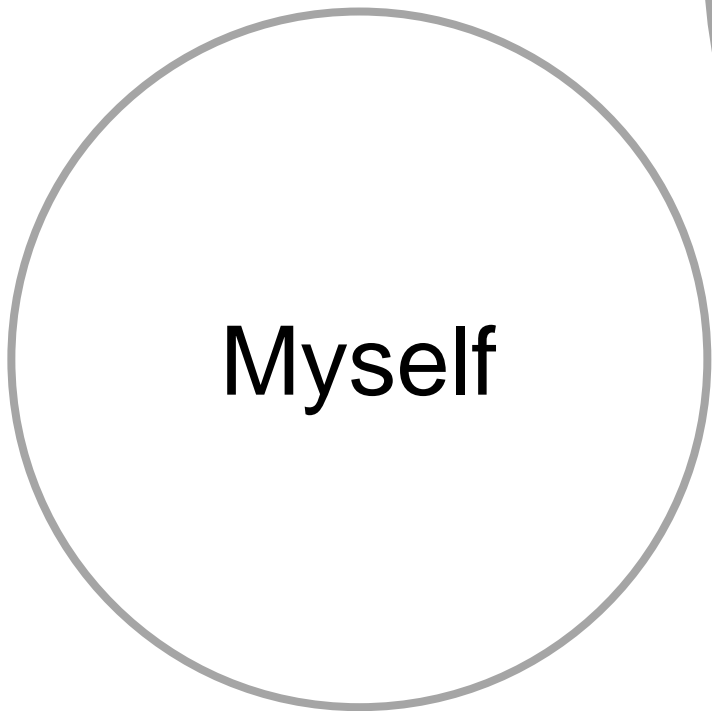
 **Stephanie Evans**
@StephEvz43

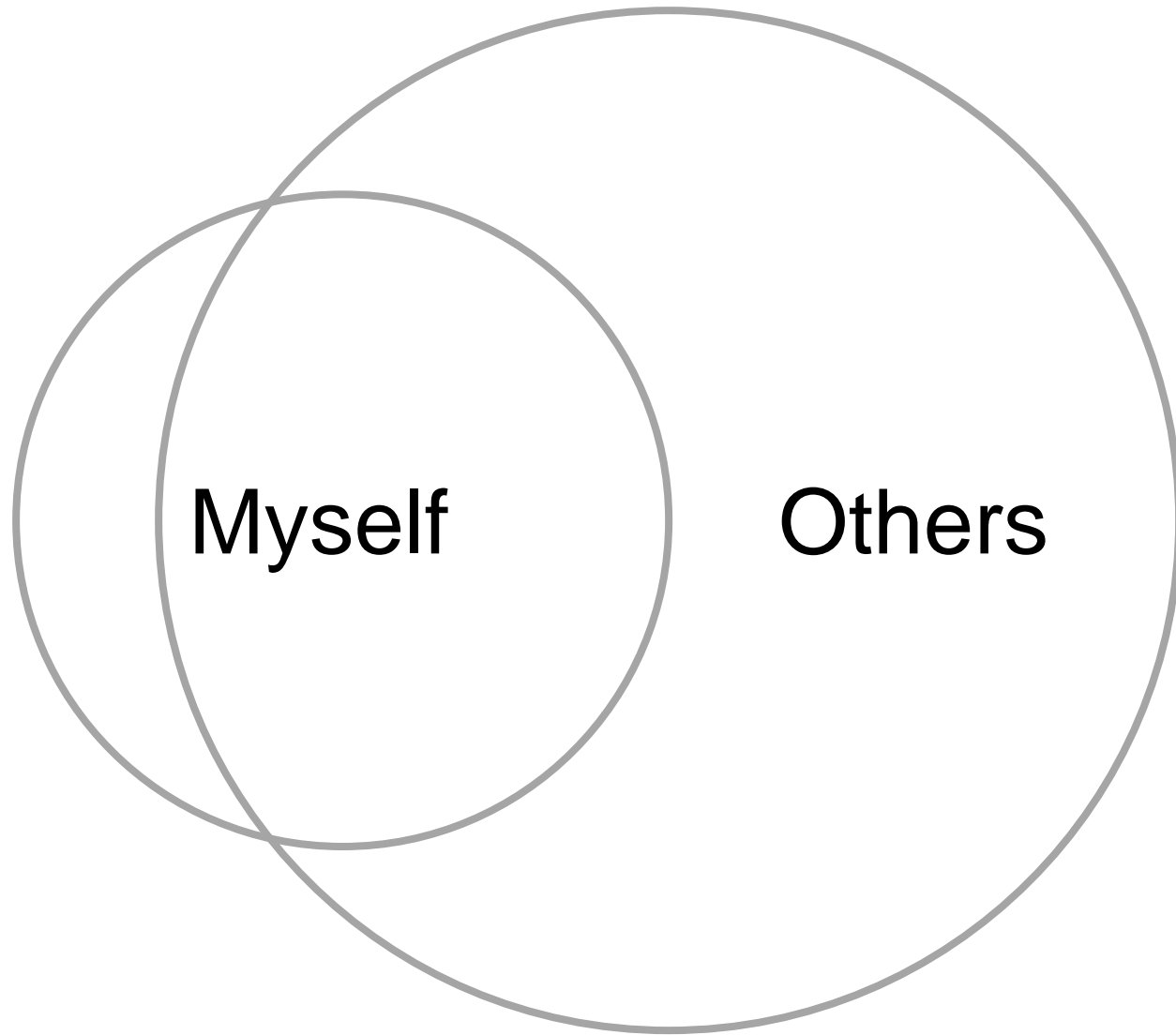
 Follow

Idk how any men were able to function when I was in this bunny suit and integrating a satellite. [#distractinglysexy](#)

5:44 PM - 10 Jun 2015

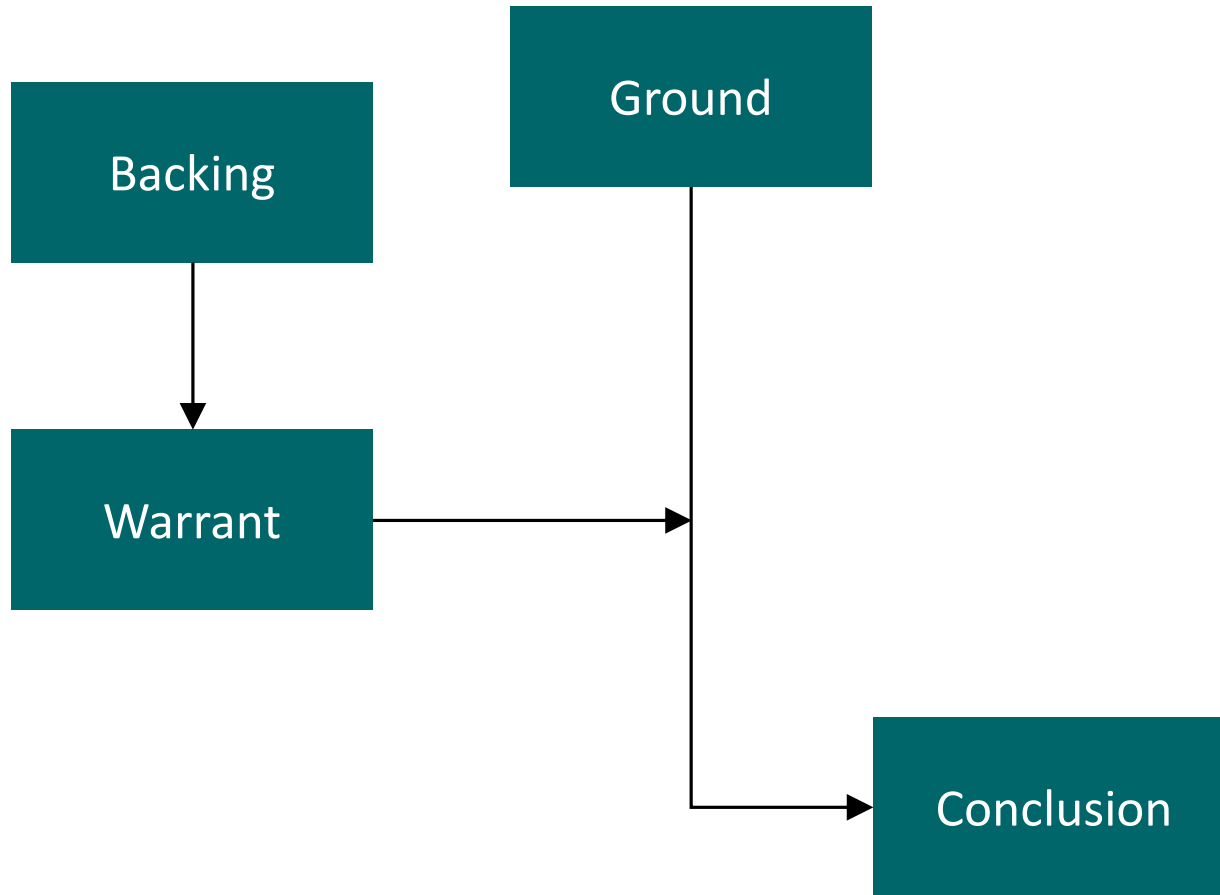
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Substance

Toulmin model



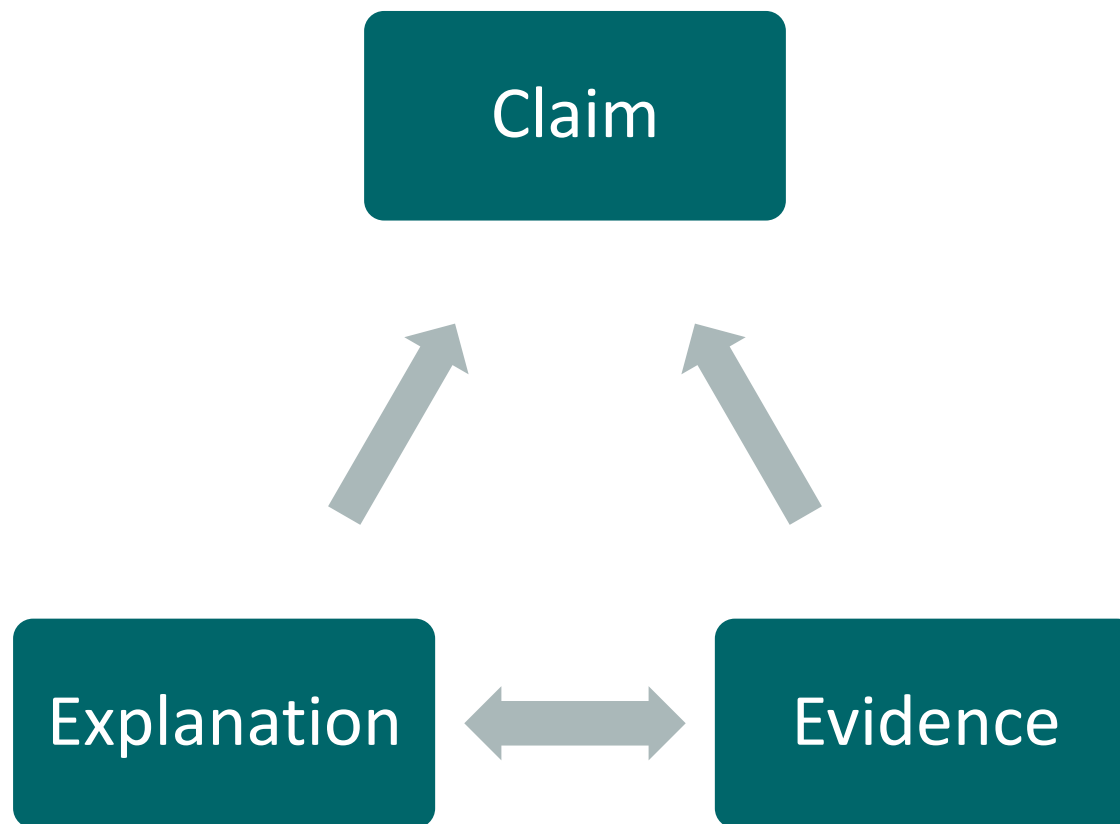
Why do we need model?

"I can make an egg bounce"

Bouncy egg

- Ground
 - Liquid objects with thin membrane cover are able to bounce off the hard surface
- Warrant
 - Cured egg is a liquid object with thin membrane cover
- Conclusion
 - Cured egg is able to bounce off hard surface
- Backing
 - If an egg is cured in vinegar for 24 hours, calcium carbonate in the egg shell reacts with vinegar and dissolves. Outer shell of an egg is decimated into flexible membrane, which allows egg to bounce off a hard surface

Simplified argumentation model



Chinese food

- **Claim**

- Chinese cooking is healthy food to eat

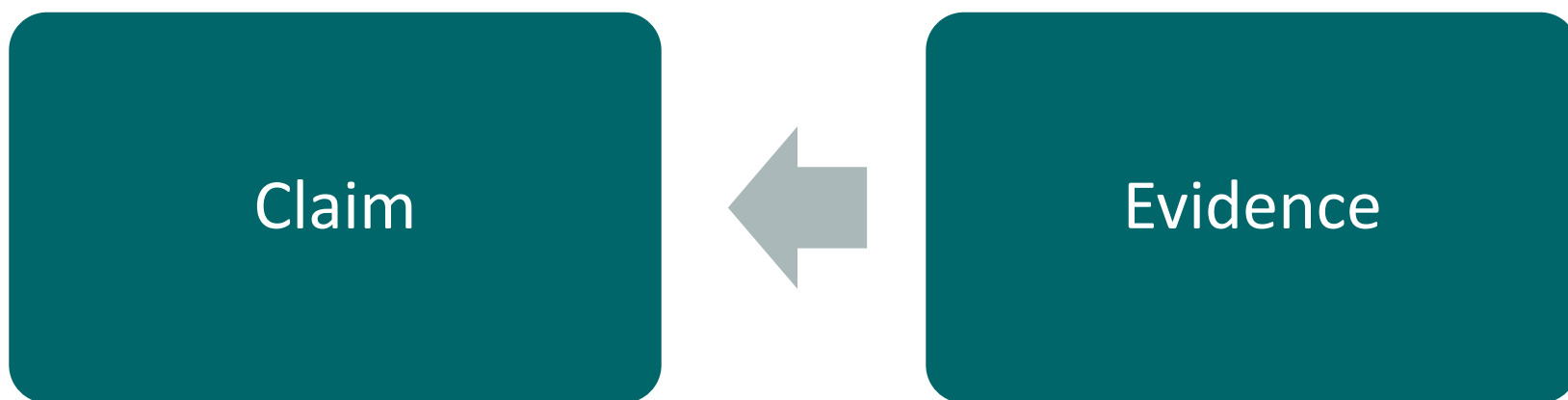
- **Explanation**

- Food containing vegetables is healthy food to eat
- Chinese cooking uses lots of fresh vegetables in many dishes

- **Evidence**

- Fresh vegetables provide vitamins and other nutrients while having little fat
- Data from The World Obesity Foundation show that the percentage of population suffering from obesity is 3% in China while in EU countries such as Slovakia it is 18%.

Common use of argumentation



Delivery

Structure

Rhetoric

Thank You for Your attention

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- Rybold, G. Speaking, Listening and Understanding: Debate for Non-Native English Speakers. Idebate Press, NY. 2006