

PROJECT GUIDELINES
EVERYTHING'S AN ARGUMENT CHAPTER 8 – FACT-BASED ARGUMENTATION

CRITERIA & QUESTIONS

Project and Presentation Guidelines:

- Must define a problem (product, structural/organizational, fiscal/financial, political, social, etc.)
- Must propose a response and/or solution to identified problem
- May **not** sell a product or service – Must argue an idea or concept set or plan, etc.
- Must follow a **Rogerian** framework in argumentation strategy/model
- Must fall within 10 minute time limit; each student must present for an equal amount of time; presentation may not exceed 10 minutes
- May **not** utilize Powerpoint or Keynote in presentation visuals
- Individual Ss presentation evaluation sheets will be returned to groups for feedback

Group Write Criteria:

4 page minimum, double-spaced standard margins & typeface/size, equal sharing & participation between all members of the group

Group write should cover or include the following items:

Descriptions & Components:

- Identification of your company and imagined audience and project context
- A clear statement of purpose for the project (i.e. argument syllogism, with warrants if relevant to your chosen argument model/approach)
- A short detailed summary of the principal argument(s) and evidence offered to make the argument
- An additional page (or more) for full project reference list (APA format)

Meta-analysis:

- A brief description of how each student has contributed to each aspect of the project (research, group write, project development, presentation work)
- An explanation of how your group sees the project as aligned with fact-based argumentation strategies and needs per EA Chapter 8
- An explanation of how the project's argumentative line follows a Rogerian argumentative framework, per EA Chapter 7
- Identification and brief description of the specific appeals (pathos, logos, ethos) utilized in the project presentation and an explanation of why those particular appeals were chosen
- Identification and brief description of the "occasions" selected for your argument (deliberative, forensic, ceremonial) and why that/those were chosen
- A self-critique of the project vis a vis examining and articulating potential risks, challenges, drawbacks, shortcoming, problems with a fact-based argumentative approach given your project's group profile, target audience and core mission

Evaluative Questions for Presentations and Projects:

- **Syllogism:** Is the argument well supported with logic, reason, and sound evidence?
- **Fact vs Argument:** Is the argument claim a clearly subjective claim, arguable and debatable and open to challenge (rather than an irrefutable fact on the ground that needs little convincing)?
- **Claim:** Is there a clear statement of purpose?
- **Enthymeme/Warrant:** Is there evidence of a core belief or assumption that your group's project is either embracing or refuting in its argument formulation? Is that core belief or assumption somehow embedded and implicit in either your argument formulation, your statement of purpose, or both?
- **Argument effectiveness:** Am I, as the target audience, actually convinced by your project, and by your presentation of that project?
- **Audience:** Does your project take me and my specific knowledge base into account in the persuasive strategies you deploy?
- **Fact-based argument:** Are there layers of different kinds of evidence-based argumentative support such that your arguments and claims become less vulnerable to question and challenge? Is there enough to "sufficiently satisfy a reasonably skeptical audience" (EA Chap 8)?
- **Opposition research:** Is there evidence of your having anticipated and addressed the (perceived) opposition, or opposing positions that might undermine your claims and argument?
- **Relevance and applicability:** Does the factual evidence offered by the project actually support, directly and transparently, the argument and claims being made about that factual evidence?
- **Visual persuasion:** Does the attendant presentation visually support and reinforce argument in clear, creative, transparent and comprehensive way?
- **Presenters:** Are the presenters well informed and well rehearsed? Do they add to and contextualize – rather than simply reifying – data and support that's presented visually in the project presentation?