Examples:

1. **Claim:** Smoking causes cancer. **Support:** My dad smokes and he got cancer. **Warrant:** how strong is the connection between one person’s dad smoking and getting cancer and the claim that smoking causes cancer? How do we establish causation? What does “smoking” mean? What does “cancer” mean? Does smoking tobacco relate to all kinds of cancer? Is one case enough to draw conclusions or do we need a rebuttal? The speaker sounds pretty sure of the claim on rather flimsy evidence. Should the claim be qualified such as “heavy smoking may cause lung or throat cancer”?

2. **Claim:** Exposure to violent tv programming increases the propensity for violent behavior. **Support:** children who watched 10 hours of violent cartoons (Tom and Jerry) exhibited more violent tendencies than children who watched 10 hours of nonviolent cartoons (Barney). Is this claim warranted? It depends on the definition of “children” (some ages are more aggressive than others regardless of tv exposure), violent tendencies (what are they, how does one measure them, how do we know that some children aren’t naturally more violent than others or that violence is a learned behavior). Should there be qualifiers and/or a rebuttal added to the claim?

Communication scholars have long been interested in the use of evidence for persuasion. (Claim) McCroskey (1969), for example, cites Aristotle as an early rhetorician who nearly 3000 years ago advocated the use of evidence in persuasive messages. (Support) Science as a whole adopts evidence as one of its central conditions for the assertion of truth claims (Anderson, 2004). (Additional support) Most simply stated, claims must be supported with some form of evidence (Toulmin, 1958). The form of evidence most likely to result in attitudinal or behavioral change (persuasion) is a topic of some controversy among communication scholars. (Rebuttal) In fact, to this day, it is unclear whether statistical evidence or testimonial evidence is more effective in decreasing the likelihood that adolescents will engage in risky sexual behaviors. (Rebuttal explained) Thus, the purpose of this present study is to help clarify this issue.
ARGUMENT MAPPING

Map the Arguments for the Following Topics:

1. Men are as likely to gossip as women.
2. Women spend very little time talking about sports.
3. Women are more likely to use sexist language than men.
4. The use of profanity has significantly increased in US media over the past 10 years.
5. Younger people are more computer savvy than older people.

Let’s choose one topic and hold a quick debate about it.