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Titolo	Advocacy and opposition : an introduction to argumentation / / Karyn C. Rybacki, Donald J. Rybacki
Pubbl/distr/stampa	Harlow, Essex : , : Pearson Educaion Limited, , [2014] 2014
ISBN	1-292-05518-9
Edizione	[Seventh edition, Pearson new international edition.]
Descrizione fisica	1 online resource (261 pages) : illustrations (some color)
Collana	Always learning
Disciplina	808
Soggetti	Persuasion (Rhetoric) Debates and debating Proposition (Logic)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Table of Contents -- 1. What Is Argumentation? -- 2. Where Do I Begin in Argumentation? -- 3. What Am I Going to Argue About? -- 4. How Do I Analyze Propositions? -- 5. How Is a Unit of Argument Created? -- 6. How Do I Prove My Argument? -- 7. How Do I Reason with My Audience? -- 8. What Should I Avoid? -- 9. How Are Factual Propositions Argued? -- 10. How Are Value Propositions Argued? -- Glossary.
Sommario/riassunto	Advocacy and Opposition: An Introduction to Argumentation presents a comprehensive and practical approach to argumentation and critical thinking for the beginning student learning to construct and present arguments on questions of fact, value, and policy. Advocacy and Opposition offers a theoretical insight into the nature of argument in our society, a discussion of arguing as a form of communication, and a focus on how arguments are created using the Toulmin model of argument. By blending traditional and contemporary views of the nature of argument, (including multicultural perspectives on the purpose and process of argument, ethics, and values), Advocacy and Opposition makes students more aware of the development of theory and practice. NEW! Pearson's Reading Hour Program for Instructors Interested in reviewing new and updated texts in Communication? Click

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