

Making an Argument

Before you watch

A

Discuss the questions with a partner and then share your answers with the class.

- Which of these statements might persuade you to learn more about the topic? Why?
 - Dogs are very popular pets in the US.
Over 67% of US households have a dog.
 - I exercise for an hour every day.
Walking for an hour a day saved my life.
 - The community center needs volunteers in the afternoon.
Volunteering at the community center makes me feel like a hero every afternoon.
- Are you a persuasive person? In what situations have you needed to persuade others to your point of view? How did you try to persuade them? Did it work?

Video

A

Watch the video and choose the correct option to complete the sentences.

- An audience will understand your point of view better if ...
 - they are already familiar with the topic.
 - you give them background information about the topic first.
- When you make a claim, ...
 - you give your point of view on the subject.
 - you present facts or statistics on the subject.
- Some examples of evidence are ...
 - studies, facts, historical data, and statistics.
 - personal experiences and opinions.
- Reasoning and ... can both be used to convince people to share your point of view.
 - repeating claims and arguments
 - making emotional connections
- At the end of your talk,
 - repeat your main points with a summary.
 - ask your audience whether they agree with you or not.

B

Decide if the statements are True (T), False (F), or Not Mentioned (NM).

- | | | | |
|--|---|---|----|
| 1. When you make an argument, you state your point of view and explain your opinion. | T | F | NM |
| 2. When you make an argument, you are disagreeing with someone. | T | F | NM |
| 3. Your claim is a short explanation of your point of view on the topic. | T | F | NM |
| 4. Reasoning is more persuasive than making an emotional connection with the audience. | T | F | NM |
| 5. Using your personal experience is the strongest form of persuasion when making an argument. | T | F | NM |

C

Match the word or phrase (1-5) with the quotation (a-e).

- | | |
|---|--|
| 1. ___ argument | |
| 2. ___ evidence | |
| 3. ___ reasoning | |
| 4. ___ emotional connection | |
| 5. ___ conclusion | |
| a. "If you analyze the data on working from home, you'll see that people actually work more hours." | |
| b. "The government's job statistics show that one in seven people now work from home." | |
| c. "From my perspective, employees should have flexible work hours." | |
| d. "In summary, flexible work hours create happier, more productive employees." | |
| e. "Flexible work hours helped me lower my stress level and balance my work and life." | |

Digital skills focus

A

Complete the tips for making an argument as part of an online talk. Choose the correct option.

1. Before your talk, prepare **visuals / music** for your audience to look at during your presentation.
2. Prepare an online **share / poll** for the audience to take at the beginning and the end of the talk to see if you persuaded them to your point of view.
3. As you talk, use **screen share / chat** to project key evidence in a clear manner using charts, graphs, or images.
4. Include short texts of your points on **slides / surveys** so your audience can follow you. Include a text stating your claim, your evidence, and your conclusion.
5. If you want to give your audience more information about a topic, but can't include it in your talk, you can put **interactions / links** in the chat to online articles and websites.

Language focus

A

Complete the talk with the words in the box.

background information	claim	come over to my side	convince	evidence
personal experience		persuaded	point of view	prove

“Good afternoon everyone and thank you for taking the time to learn about the advantages of flexible working hours. Before we begin, I’d like to give you some **1** _____ about the current 40-hour work week and then look at how technology is changing that model. I think I can safely **2** _____ that employees should be allowed flexible working hours. To **3** _____ you, I’ll show you **4** _____ from three research studies that compare productivity and work hours, which I hope will **5** _____ my point. If you are still not **6** _____, I have two case studies based on my **7** _____ in Human Resources that have strongly influenced my **8** _____. By the end of my talk, I hope that you will **9** _____ and agree that flexible working hours benefit both employers and employees.”

B

Change the form of each verb to a noun.

Verb	Noun
1. analyze	_____
2. argue	_____
3. claim	_____
4. connect	_____
5. persuade	_____
6. prove	_____
7. reason	_____
8. repeat	_____

C

Discuss in pairs or groups. State your point of view on one of the following topics. Think of two or three ways to persuade others to your point of view.

- Teleworking *is / is not* beneficial for employers and employees.
- A minimum wage *is / is not* beneficial to the economy.
- College or university education *should / should not* be paid for by the government.
- Yoga or meditation time *should / should not* be available in the workplace.
- Your own topic

Digital communicative task

A

Prepare an outline and visuals for a short talk on a topic.

- Select a topic and make a claim about it. Write a few sentences that explain your claim to the audience.
- Do some research to find background information about the topic. Look for evidence that supports your point of view on the topic. Present facts, studies, or historical information.
- Reflect on your personal experience with the topic. Write down one or two personal experiences you have had that influenced your point of view.
- Prepare visuals (texts, charts, images) that will help your audience follow your argument as you talk.

B

Give your talk. Listen to the feedback from students who observed your talk.