CONTENTS

PART ONE: ARGUMENTS AND CASES
CHAPTER 1 BASIC ANATOMY 2
CASES 3
Arguments as Cases 5
PARTS OF AN ARGUMENT 6
Abbreviated Arguments 9
EVALUATING ARGUMENTATIVE CASES: CONTENT AND LOGIC 1
TESTING FOR COGENCY 13
Reasonableness 13
Relevancy 14
Sufficiency 14
LEARNING TO THINK CRITICALLY "tightening the bow" 15
SUMMARY 17
Summary Exercises 18
ADDITIONAL EXERCISES 18
CHAPTER 2 RECOGNITION, FUNCTION, AND SCOPE OF ARGUMENTS 20
RECOGNIZING ARGUMENTS 22
SIGNAL WORDS AND PHRASES 23
FUNCTIONS OF ARGUMENT 26
Demonstration 26
Refutation 27
Explanation 29
THE SCOPE OF ARGUMENT 29
Personal 29
Political 30
Moral 30
Legal 31
SUMMARY 32
Summary Exercises 33
ADDITIONAL EXERCISES 33

PART TWO: THINKING CRITICALLY ABOUT ARGUMENTS

CHAPTER 3 THE PUBLIC DIMENSION 42
CRITICAL THINKING 44
KNOWLEDGE, BELIEF, AND TRUTH 47
Knowledge 47
Belief 48
Truth 49
Truth Is Not Relative 49
SOURCES OF KNOWLEDGE 51
Senses 51
Reason 52
Authority 53
Determining the Reliability of Authority 53
SUBJECTIVE CLAIMS AND OBJECTIVE CLAIMS 55
EVALUATING EVIDENCE OBJECTIVELY 58
Physical Conditions 58
Sensory Acuity 58
Necessary Background Knowledge 59
Objectivity 59
Supporting Testimony 60
REASONABLENESS AND RELEVANCY RECONSIDERED 60
THE FALLACY OF UNKNOWABLE FACT 61
THE FALLACY OF PROVINCIALISM 62
THE FALLACY OF ARGUMENT FROM IGNORANCE 63
MISUSES OF AUTHORITY 65
The Fallacy of False Authority 65
The Fallacy of Positioning 67
The Fallacy of Traditional Wisdom 67
The Fallacy of Popularity 68
SUMMARY 72
Summary Exercises 73
ADDITIONAL EXERCISES 74
CHAPTER 4 THE PERSONAL DIMENSION 78
EMOTIONS AND REASONS 79
HUMAN NEEDS 81
Physical Needs 81
Emotional Needs 82
STRESS AND CLEAR THINKING 82
Anxiety 83
Guilt 83
DEFENSE MECHANISMS 85
Scapegoating 86
Projection 86

xiii

Introjection 87
Denial 88
Rationalizing 89
Prejudging 89
Stereotyping 90
SUMMARY 91
Summary Exercises 92
ADDITIONAL EXERCISES 93
· · · · · · · · · · · · · · · · · · ·
CHAPTER 5 CARELESS LANGUAGE USE 96
LANGUAGE AND EXPERIENCE 97
INFORMATIVE AND PERSUASIVE LANGUAGE 99
Objective Connotation 100
Subjective Connotation 100
DOUBLESPEAK 102
Euphemism as Doublespeak 103
Jargon as Doublespeak 106
Buzzwords as Doublespeak 108
Puffery as Doublespeak 109
Gobbledygook 110
AMBIGUITY AND ARGUMENT 112
FALLACIES OF AMBIGUITY 113
Equivocation 114
Accent 116
Amphiboly 117
Composition 118
Division 118
SUMMARY 119
Summary Exercises 120
ADDITIONAL EXERCISES 121
CHAPTER 6 INATTENTION TO SUBJECT MATTER 124
RELIANCE ON EMOTION 124
Personal Attack 125
Character Assassination 126
Circumstantial Personal Attack 126
Tu Quoque 128
Two Wrongs Make a Right 129
Common Practice 129
Mob Appeal 130
Bandwagon 131
Snob Appeal 132
Sex 133
Pity 134
Fear or Force 136

RELIANCE ON DIVERSION 140
Red Herring 140
Humor and Ridicule 141
Straw Argument 142
RELIANCE ON ASSUMPTION 145
Begging the Question 146
Circular Reasoning 147
Loaded Epithets 148
Complex Question 149
Dismissal 149
Invincible Ignorance 150
SUMMARY 152
Summary Exercises 155
ADDITIONAL EXERCISES 155
CHAPTER 7 SOPHISTRIES AND PSEUDOSCIENCE 162
PSEUDOSCIENCE 163
THE NEW SOPHISTS AND THEIR SOPHISTRIES 168
Psychological Sophistry 169
Success Sophistry 172
Spiritual and Psychic Sophistry 174
Tricks of the Trade 175
Electronic Wizardry 176
Selective Cures 176
Concealing Wealth 177
Crossroads Pitch 177
Multiple Predictions 177
Vague Predictions 178
Casual Confusion 179
SUMMARY 181
Summary Exercises 182
ADDITIONAL EXERCISES 182
PART THREE: DEDUCTIVE ARGUMENTS
CHAPTER 8 CATEGORICAL SYLLOGISMS 186
VALIDITY 186
CATEGORICAL PROPOSITIONS 187
Propositional Form 189
Distribution 192
The Simplified Square of Contradiction 195
Existential Import 197
STANDARD-FORM CATEGORICAL SYLLOGISMS 199
Form 201
Spotting the Conclusion 202

Contents

269

RULES OF VALIDITY 205 VALIDITY AND THE SUFFICIENCY CRITERION 213 SUMMARY 214 Summary Exercises 215 ADDITIONAL EXERCISES 216
CHAPTER 9 RECONSTRUCTING ARGUMENTS 218 TRANSLATING CATEGORICAL PROPOSITIONS INTO
STANDARD FORM 219
Arguments with Logical Equivalencies 219 Propositions Containing Singular Terms 220
Propositions Containing Singular Terms 220 Propositions Containing Adjectival Phrases 221
Propositions Lacking the Verb <i>To Be</i> 221
Propositions Containing Irregular Quantifiers 221
Propositions Lacking Subject or Predicate Terms 222
Propositions Using Only and None But 223
Propositions Containing Two Statements: Affirmative and Negative 224
THE ENTHYMEME 228
THE SORITES 231
RATIONAL RECONSTRUCTION AND VALIDITY 235
Principle of Charity 235
Three Steps to Rational Reconstruction 236
Four Things to Do in Reconstruction 239
Relevant Reconstruction 239
Self-Supporting Reconstruction 240
Appropriate Strength of Reconstruction 241
Contextually Accurate Reconstruction 242
SUMMARY 245
Summary Exercises 246
ADDITIONAL EXERCISES 247
CHAPTER 10 ADDITIONAL SYLLOGISMS 249
DISJUNCTIVE SYLLOGISMS 250
CONDITIONAL SYLLOGISMS 253
Pure Conditional Syllogisms 255
THE DILEMMA 257
The Counterdilemma 259
SUMMARY 262
ADDITIONAL EXERCISES 264
PART FOUR: INDUCTIVE ARGUMENTS
CHAPTER 11 INDUCTIVE REASONING AND
GENERALIZATIONS 268

INDUCTION AND THE SUFFICIENCY CRITERION

INDUCTIVE GENERALIZATION

Strong Inductive Generalizations 272
Weak Inductive Generalizations 273
Statistical Generalizations 274
Induction and Strong Generalizations 274
RELIABLE INDUCTIVE GENERALIZATIONS 276
Comprehensiveness 276
Size 276
Randomness 277
Margin for Error 277
INDUCTIVE FALLACIES 281
Hasty Conclusion 281
Anecdotal Evidence 282
Accident 282
Guilt by Association 283
SUMMARY 285
Summary Exercises 286
ADDITIONAL EXERCISES 287
TIDDITION IN BILLIOIDED 201
CHAPTER 12 STATISTICAL ARGUMENTS 291
STUDIES, SURVEYS, POLLS 293
Studies 293
Polls and Surveys 295
STATISTICS AND FALLACIES 297
The Fallacy of Biased Sample 298
The Pollster 298
The Sampling Technique 298
The Respondent 299
The Fallacy of Equivocation 302
Verbal 302
Visual 304
The Fallacy of Biased Question 307
Ambiguous Question 308
The Fallacy of False Dilemma 309
The Fallacy of Concealed Evidence 311
Nonstatistical 312
Statistical 316
SUMMARY 318
Summary Exercises 319
ADDITIONAL EXERCISES 320
ADDITIONAL EXERCISES 520
CHAPTER 13 ANALOGICAL ARGUMENTS 325
THE VALUE OF ANALOGICAL ARGUMENTS 326
ANALOGICAL ARGUMENTS AND THE COGENCY CRITERIA 330
Number of Entities Involved 330

271

Number of Relevant Likenesses 330
Number and Nature of Differences 331
FAULTY ANALOGY 334
SUMMARY 337
Summary Exercises 337
ADDITIONAL EXERCISES 338
CHAPTER 14 CAUSE 342
THE IDEA OF CAUSE 343
CAUSAL CONCEPTS 345
Necessary Cause 345
Sufficient Cause 345
Necessary and Sufficient Cause 345
Contributory Cause 346
METHODS FOR ESTABLISHING PROBABLE CAUSE 347
Agreement 348
Difference 349
Joint Method of Agreement and Difference 350
Concomitant Variation 351
Correlations and Causes 352
FALLACIES OF CAUSATION 357
Post Hoc Fallacy 357
Magical Thinking 358
Slippery Slope Fallacy 359
Oversimplification Fallacy 360 Causal Arguments and the Cogney Criteria 362
Causal Arguments and the Cogency Criteria 362 SUMMARY 363
Summary Exercises 364
ADDITIONAL EXERCISES 365
ADDITIONAL EXERCISES 505
PART FIVE: EVALUATING ARGUMENTS
CHAPTER 15 NORMATIVE AND NONNORMATIVE ARGUMENTS 378
EVALUATING ARGUMENTS: THE BASIC PROCEDURE 379
FALLACIES COVERED IN TEXT 380
VALUES AND VALUE JUDGMENTS 389
Normative and Nonnormative Statements 390
NORMATIVE ARGUMENTS 392
Is It Possible to Evaluate Normative Claims? 394
Assessing Normative Statements for Reasonableness 395
Language Clarification 395
Evaluation 399
SUMMARY 404
Summary Evergises 405

405

ADDITIONAL EXERCISES

Index

485 To the Student Form

CHAPTER 16 THE EXTENDED ARGUMENT: A STRATEGY 411 THE EXTENDED ARGUMENT 412 Argument and Persuasion 412 Ingredients 413 The Thesis Proposition 413 Organization 416 Main Points 417 **Developmental Patterns** 419 A STRATEGY FOR EXTENDED ARGUMENT EVALUATION 427 Paragraph Scrutiny 427 Application 428 SUMMARY 435 **Summary Exercises** 435 ADDITIONAL EXERCISES 435 Glossary 440 Answers to Selected Exercises 449