Toulmin Model of Argument and Case Building
Reminders on Persuasive Speech

- Controversial
  - NO Exercise
  - NO Organ donation
  - NO Give blood
  - NO Adopt shelter animals
  - NO Voting
  - NO Tanning
  - NO Smoking
  - NO Dieting
  - Etc.

- New Arguments
  - NO Abortion
  - NO Gun control
  - NO Legalizing pot
  - NO Lowering drinking age
  - NO Gay marriage
  - NO Affirmative action
  - NO Euthanasia
  - Etc.
Building a Case for Change

- **Stock Issues**
  - Harm / Significance
  - Causes / Inherency
  - Solutions / Solvency
Harm / Significance

- Magnitude
- Probability
- Relevance
Causes / Inherency

- Structural
- Attitudinal
Solutions / Solvency

- Plan of Action
  - Acceptability
  - Workability

- Plan Effects
  - Disadvantages
  - Advantages
Using the Speech

- Significance?
- Inherency?
- Solvency?
Claim

- An exact position. The reader or hearer’s final destination.
Questions about Claims

- Is it valid? Why?
- Is it practical?
- Do I need to make qualifications?
Grounds

- The evidence that serves as a foundation for the claim.
Questions about Grounds

- Is it sufficient to support my claim?
- Might there be more important sources?
- Can it be tested?
Warrant

- The connection between the grounds and the claim.
Questions about Warrants

- Do I really believe it?
- Am I willing to stand behind it regardless of others’ opinions?
Backging

- The general body of information from which the warrant was drawn.
Questions about Backing

- How connected is it to my claim?
- Does it apply in all cases?
"phrases showing what kind and degree of reliance is to be placed on the conclusion, given the arguments available to support them" (p.69). To set the degree of certainty, state a “qualification—‘usually,’ ‘possibly,’ ‘barring accidents,’ and so on” (p. 26).
Questions about Qualifier

- Does it encompass all possible exceptions?
- Is it too narrow or too broad?
Rebuttal

- Arguments that opposition might bring up to counter my argument.
Questions about Rebuttals

- Am I familiar enough with the topic to recognize oppositions?
- Am I representing oppositions fairly?
Diagram of Toulmin

Grounds → Claim → Rebuttal

- Warrant
- Qualifier
- (Backing)
- (Backing)