Forms of Supporting Arguments: Values
Values...

- A guiding influence made of our life experiences and truths
- All argumentation uses values in its development
- Provide grounds and warrants by which decision-makers judge arguments
- Claims themselves may be values
What am I trying to convey in my overall argument?

What kind of warrants am I stressing in my overall argument?

What different values can I use to help construct my overall argument?
Forms of Values

- Stated and Implied
- Positive and Negative
- Terminal and Instrumental
- Abstract and Concrete
Stated and Implied Values

- Stated values can encompass multiple meanings and variations based on the situation.
- Values are often implied in belief statements.
- The more clearly stated your value claims, the more intensive the impact of the values.
Positive and Negative Values

- For every positive, there must be a negative.
- Values do not stay positive or negative; they can be reversed based on the direction of the argument.
  - Ex: using inexperience as a positive for unbiased nature.
Terminal and Instrumental Values

- Values can reflect the end (terminal) and the means to an end (instrumental).
- Instrumental values are *process* oriented; terminal are *product* oriented.
- Instrumental values can become terminal values.
Abstract and Concrete Values

- Abstract and concrete work together as value concepts
- Concrete values are representations of abstract values
  - Ex: Freedom and the flag
ABSOLUT IMPOTENCE.

DRINK “PROVOKES THE DESIRE BUT TAKES AWAY THE PERFORMANCE” — WILLIAM SHAKESPEARE
Is Your Man on the Wane?
Don’t Worry, You’ve Got

Man in a Can!

WATCH HIM FOR THESE WARNING SIGNS!
- Sperm count low?
- No time for sex?
- Job stress making him impotent?
- Balls falling off?

All over the Western World, male fertility is rapidly declining. What's a healthy woman to do? Go modern, of course! MAN IN A CAN™ offers you the perfect genetic material for the children of your dreams!
Using values in argument

- Values appear in systems - they work together in linked claims
- Always position one value as the center value in the argument
- Know what your audience’s values are/might be
Principles of Using Values in Your Argument

- Recognize the limits of value change
- Find the best point of attack on values
- Relate your values to decision makers
- Use evidence and argument to develop values
Principles of Critiquing Values

- Values can be found anywhere in the argument
- Recognize values in warrants
- Find the values in the arguments of others