

BRIEF CONTENTS



Chapter 1	Orientation to Argumentation	1
Chapter 2	Fundamental Concepts of Argument	27
Chapter 3	Categories and Types of Evidence	45
Chapter 4	Issues in the Use of Statistical Evidence	61
Chapter 5	Types of Reasoning	75
Chapter 6	Fallacies in Reasoning	87
Chapter 7	The Use of Language in Argument	107
Chapter 8	A Dramatistic Perspective on Argument	121
Chapter 9	Constructing a Case for Change	139
Chapter 10	Refutation	151
Chapter 11	Spheres of Argument	169
Chapter 12	Effective Oral Delivery and Written Presentation	193
	Glossary	207
	Index	215
Chapter 3	Categories and types of evidence	45
	General categories of evidence	46
	Specific types of evidence	50
	General tests for all types of evidence	55
Chapter 4	Issues in the use of statistical evidence	61
	Not all concepts can be readily quantified	62
	A more precise number is not necessarily a "better" number	64
	Survey samples must be truly representative	64
	There are at least three different ways to define "average"	65