

## Index

- Aakhus, Mark, 337  
abductive argument, 88, 215;  
  supportive, 213  
abductive inference: supported, 216  
abortion debate case, 112, 294, 295,  
  302, 314; terms in, 284  
absurdity, 214  
*ad misericordiam* fallacy: effective use  
  of, 136  
Adler, Jerry, 242  
advertisement: aim of, 41; commercial  
  speech, 42; deliberation  
  influencing, 159; emotional appeals  
  in, 150; goal of, 42; multi-agent  
  dialectical structure, 196; negative,  
  194; as a speech act, 41  
advocacy arguments, 249  
advocacy dialogue, 110  
advocacy groups, 279; abusing polls,  
  259; argument forms used, 262;  
  attacks on, 250; use of statistics,  
  251; values of, 299  
agent, 31, 32, 88; abilities of, 140,  
  344; ability to anticipate, 141;  
  characteristics of, 223;  
  commitments of, 339; goals, 33, 65;  
  group, 32; limited rationality, 357;  
  media argumentation, 352;  
  perceive consequences, 218;  
  practically rational, 33; properties,  
    141; public as, 216, 217, 223;  
    rational, 144; reasoning of, 357;  
    shared knowledge, 323  
air battles case, 115  
air-traffic control system example, 76,  
  342  
ambiguity, 188, 220, 278, 313, 318  
anticipation, 140, 141, 142, 340, 352  
antilogic, 359  
Aomi, Junichi, 276, 279  
appeal to fear. *See also* fear appeal  
  arguments; fear appeals  
appeals to a conversational postulate,  
  189  
appeals to emotions, 83, 96, 97, 99;  
  legitimacy, 127; mass persuasion,  
  21; nature of, 110  
appeals to enthusiasm, 104, 124  
appeals to expert opinion, 25, 28, 217  
appeals to fashion, 206  
appeals to fear, 88  
appeals to fear and pity, 135. *See also*  
  World Vision example  
appeals to good evidence, 95  
appeals to pity: and charitable  
  appeals, 129; basis of, 330;  
  classifying, 136; courtroom  
  relevance, 83; evaluation of, 137,  
  159; graphic display, 150; irrelevant,  
  83; judging relevance, 137;

appeals to pity (*cont.*)  
 public relations use of, 134;  
 reasoning structure in, 138; student  
 example, 136; successful, 152;  
 visual, 151

appeals to popular opinion, 97, 205,  
 208, 212. *See also argumentum ad  
 populum*; commitment assumptions  
 in, 224, 330; critical questions for,  
 262; dialectical view of, 216;  
 disentangling, 262; implicit, 167;  
 misplaced mistrust, 225; social  
 proof, 25; value of, 227

appeals to popularity, 204

appeals to the people, 100, 121

appeals to the relevant facts, 101

apprentice-expert dialogues, 342

Araucaria, 40, 311, 334, 341,  
 356

*argumentum ad baculum*, 78

arguer, 169; characteristics of, 89;  
 commitment, 50; community of,  
 279; credibility of, 165; intentions  
 of, 183

argument: defeasible, 301;  
 diagramming, 334. *See also*  
*Araucaria*; dialectically relevant, 81;  
 evaluation, 123

argument from analogy, 27, 195;  
 Battalino case, 179

argument from commitment, 25, 171,  
 181; defeasible, 171

argument from consequences, 13, 33,  
 124

argument from criteria to a verbal  
 classification, 303

argument from definition, 301, 302,  
 308, 314

argument from definition to verbal  
 classification, 305, 312; critical  
 questions for, 305

argument from example, 27

argument from expert opinion, 28,  
 29, 60. *See also* appeals to expert  
 opinion

argument from persuasive definition,  
 306

argument from plausibility. *See*  
*argument from sign*

argument from positive values, 35, 36

argument from pragmatic  
 inconsistency, 167, 182, 185

argument from precedent, 181

argument from sign, 13

argument from values, 35, 37, 312,  
 334; argumentation scheme, 36, 41

argument from verbal classification,  
 35, 308, 312; argumentation  
 scheme for, 304; burden of proof in,  
 303; critical questions for, 304, 306;  
 deceptive, 303; importance of, 303

argumentation: cumulative, 106;  
 deception in, 355; defined, 50;  
 evaluation, 125; irrelevant, 102; in a  
 persuasion dialogue, 340; in  
 science, 22; strategic task of, 347;  
 systematic tactic of. *See also*  
*argumentation scheme*

argumentation scheme, 20, 26, 27,  
 36, 41, 164, 304, 305, 354, 356;  
 appeal to emotion, 21; defeasible,  
 20; importance of, 22; list of, 350;  
 origins of; presumptive, 27; simple  
 decision rule, 146

arguments. *See also specific kinds of  
 arguments*; classification, 172;  
 critically weak, 159; deductive, 88;  
 deductively valid, 54; defeasible, 13,  
 29, 131; evaluation, 184, 190;  
 explicit, 40; fallacious, 157, 173,  
 211; identification, 350;  
 incomplete, 12; inductive, 88;  
 interest-based, 82; linked, 40, 306;  
 plausible, 350; sophistical, 86;  
 timing of, 145; weak, 158, 173

*argumentum ad baculum*, 71, 72, 74, 82,  
 83, 134

*argumentum ad hominem*, 88, 173, 182;  
 abusive, 164; in the Battalino case,  
 181; bias type, 168; circumstantial,  
 165, 166, 167, 171, 174, 175, 179,  
 181, 184, 193, 194; classifying, 163;  
 direct, 164; ethotic, 164; evaluated,  
 165, 169, 184; historical, 161, 170;

- humor in, 176; judging, 173; most powerful, 189; necessity in, 172; personal attack, 169; Plato's use of, 16; poisoning the well, 168; political, 200; posed by implication, 190; powerful, 176; pseudo type, 193; reevaluating, 163; *tu quoque*, 168; weak but persuasive, 192
- argumentum ad ignorantiam*, 145
- argumentum ad populum*, 96, 97, 99, 100, 101, 198, 202, 207, 262. *See also* appeal to popular opinion; defined, 101; direct approach, 100; fallacy, 121, 203, 221; indirect appeal, 100; propaganda in, 124; reasonable in context, 206; relevance of, 103
- Aristotle, 62, 170; appeal to pity, 129; defined rhetoric, 19, 22; on dialectic, 12, 214; dialectic vs. rhetoric, 16; on *endoxa*, 213; on enthymeme, 13, 22; framework of rhetoric, 186; *On Sophistical Refutations*, 12; practical reasoning, 217; reevaluation of, 359; *Rhetoric*, 12, 22, 23, 27, 359; *Topics*, 12, 13, 27; on topics, 20
- artificial intelligence (AI), 34, 142, 187, 346; and argumentation, 356; chaining in, 58; commitment-based model, 50; computational dialectic, 347, 357; critical questions in, 29; deliberation studies, 257; multi-agent computer systems, 76; multi-agent systems, 258; technology research, 360
- assertion, 50
- assumption: background, 59, 189; closed-world, 154; fitting the case, 266; implicit, 295, 311; Microsoft Office case, 219; reasonable, 156
- Atkinson, Katie, 34
- attack ads, 162, 170
- attempts to persuade, 21, 52, 70, 323
- audience: awareness of, 120, 318; beliefs of, 111; characteristics of, 21; commitments of, 108, 330, 346, 349, 353; goal, 336; hypothetical notion of, 139; information about, 157; moved to action, 159; passive, 17; target, 41, 42, 140, 155. *See also* mob
- authority, 24, 25
- bargaining, 78
- Barnes, Jonathan, 215; on *endoxa*, 213
- Barnum, P. T., 21
- Barth, Else M., 171
- Battalino case, 177, 192, 193, 194, 195, 196; argument, 180, 183
- begging the question, 302
- belief, 51, 77, 88
- belief-desire-intention approach (BDI), 49, 52, 88, 143, 259, 357
- Bench-Capon, Trevor, 34
- Bentham, Jeremy, 283
- Bernays, E., 120
- Best, Joel, 232, 238, 249, 260
- bias, 93, 115, 268, 297; accuracy affecting, 228; allegation of, 85; bad, 116; concealed, 272; dialectical, 116, 325; due to wording of question, 240, 244; hardened, 119; identifying, 271; indicators, 168; in public opinion polls, 224; rhetorical argumentation, 352; survey results, 230
- bindingness, 154
- Blair, J. Anthony, 116, 139, 239
- bolster, 204, 210, 219, 220, 221, 227, 262; thesis, 209, 210
- Boomareddy, Sailaja, 269
- brainwashing, 71
- British fishing trawler case, 118
- burden of proof, 283, 319, 351; evade, 189; of proponent, 28; requirement removed, 189; shift, 127, 131, 154, 158; tilting, 137; unsuccessful, 173
- Burgess-Jackson, Keith, 286, 315
- Burgoon, Judy, 194
- Burnyeat, Myles F., 13, 23
- call for action argument, 261
- calm thinking, 113
- Campbell, Stephen, 230, 232, 233

- car negotiation example, 75  
 Carberry, Sandra, 76, 77, 342, 343, 344, 345, 347  
 Cardinal Newman example, 168  
 chain of argumentation, 86, 87, 88, 334  
 chain of reasoning, 82, 265  
 chaining, 32, 56, 57, 58, 60, 299, 303, 338, 341, 354; backward, 58; forward, 58, 309, 340, 348  
 character, moral concept of, 172  
 charitable appeals, 129, 157  
 chess dialogue model, 143  
 chimp experiment, 142  
 Chu-Carroll, Jennifer, 76, 77, 342, 343  
 Cialdini, Robert B., 24, 25, 350, 352  
 Cicero, 20  
 circumstantial attack, 165–175.  
*See also argumentum ad hominem, circumstantial*  
 classification of speech acts, 337  
 coercion, 69, 70, 71, 296; negative consequences, 70; physical, 286; verbal, 286, 317  
 Cohen, Carl, 297  
 collaborative goal-directed dialogues, 188  
 collegiate debating, 317  
 Collingwood, Robin G., 143, 144  
 commercials, 42, 206, 210  
 commitment, 50, 51; attributed, 266; common, 68; compared with belief, 88; defined, 259; incurring new, 341; living up to, 339; mass audience, 202, 224; model, 348; notion of, 54; of the masses, 102; respondent's, 106, 266; retraction of, 57, 89, 319; rules, 50; store, 51  
 commitment-based approach, 49, 52, 143, 357  
 concealment, 233, 271  
 conclusion: acceptance of, 99, 102; dawn by suggestion, 186; implicit, 166, 311; invited, 186; leaping to, 104, 128; ultimate, 39, 40, 56, 59, 80, 82, 83, 88, 89, 175, 180, 189, 312, 334, 335, 336, 340, 353  
 conditional, 32, 305  
 conflict of opinions, 55, 56  
 consequences, 33, 70, 257  
 consistency, 24  
 contract argument example, 302  
 contradiction, 214, 252  
 contrast, 24, 25  
 controversial issues, 247  
 convenient fictions, 123  
 conventional meaning, 230, 298, 299, 304, 305  
 conversation: argumentation, 279; maxims, 188; postulates, 186, 189; purpose of, 294; rules, 49  
 cooperative principle (CP), 188  
 Copi, Irving M., 101, 102, 103, 297  
 Cragan, John F., 170  
 credibility, 120, 185, 191  
 critical discussion, 107; goal of, 61; propaganda in, 115; rules of, 59, 71; as a subtype, 61; ten rules for conducting, 61; violation of rules, 61  
 critical questions, 28, 33, 135, 164, 184, 217; absence of, 191; appropriate, 157, 213, 301; correct, 234; openness, 160; poll acceptance, 271; relevant, 153  
 Crossen, Cynthia, 228, 247  
 crowds, 96, 98, 99, 121  
 culture redefinition case, 317  
 Cutbirth, Craig W., 170  
 Dascal, Marcelo, 186  
 de Tocqueville, Alexis, 98, 106  
 death definition case, 290  
 death, definition case, 291  
 debate, 43, 44  
 deception, 120, 121, 315, 359  
*definiens*, 309  
 definitions, 292; argumentative nature of, 321; arguments about, 281; assumptions about, 288; bound by, 309; codification, 285, 289; competing, 261; confusions about, 294; conventional, 306; counter-poised, 306; covert, 283; in

- criminal statistics, 235; deceptive, 288; deceptively employed, 235; descriptive, 286; explicit, 283; friendly, 230, 231; functioning as an argument, 294; importance in logic, 288; justification of, 297; key terms, 260; lack of, 234, 238; language, 297; legal, 280, 286, 287, 289, 290, 310, 315; lexical, 293, 297; mathematical, 300; overt, 284; persuasive, 230; philosophical, 291; political, 281, 290, 291; problem with, 230; questionable, 256; questioning, 280; rhetorical power of, 296; rules for, 316; scientific, 284, 289, 290, 291; shifts in, 309, 313; statistical, 231, 232; stipulative, 230, 300, 316, 317; term attributes, 319; theory of, 298; twisted, 253; types of. *See also* redefinition
- deliberation, 217, 248, 336, 342; basis of, 37; formal model, 258, 259; Greek notion of, 64; intelligent, 216; intelligent public, 226; moves in, 258; ongoing, 257; process, 351; reasoning in, 217; strategy in, 341
- deliberation dialogue, 64, 141; basis, 272; decision making, 65; eight stages of, 65; moves in, 258; need for, 66; persuasion in, 64, 68; problems encountered, 65; stages of, 65, 66
- deliberative poll, 256, 273; aim of, 257; method of conducting, 256; purpose of, 256; stages of, 256
- deniability, plausible, 186
- Descartes, René, 15
- dialectic, 324, 347, 358; Aristotle's view of, 12; framework of, 17; Greek meaning of, 214; Greek origins of, 26; historical form, 5; linked to public opinion, 14; method of proceeding, 326; new, 292, 297; Plato's view of, 11; purpose of, 12; and rhetoric, 17
- dialectical argument, 12, 15
- dialectical modeling, 269
- dialectical shift, 75, 77, 82, 121, 300; abortion case, 314; concealed or covert, 85, 125, 263; deceptive, 263; illicit, 117; negative, 77; from negotiation, 79; positive, 79; wetlands case, 314
- dialogue: context, 194, 242, 264, 283, 288; described, 49; embedded, 67; eristic, 63; five basic components of, 139; goals of, 117; identifying goals in, 122; information-seeking, 63; on culture, 311; opening stage, 61; shift, 67; six basic types, 60, 105; strategy, 142; structure, 109
- Dillard, Courtney L., 64
- direct media argumentation, 323; dialectic structure, 331; sequence of, 336
- dissociation, 25, 313, 320, 352
- divorce mediation, 79, 82
- double negative fallacy of question wording, 243, 273
- double persuasion dialogue, 332
- Dray, William, 144
- Dreyfus trial case, 118
- dual process model of persuasion, 128, 146, 150, 156
- dual process theory of persuasion, 151, 152
- duty of civility, 96
- dynamic information-based argumentation, 218
- dyslogistic terms, 284
- elaboration, 146
- election campaigns, 203; case study, 170
- electronic democracy, 34
- elenchus*, 57, 214
- Ellul, Jacques, 92
- Elster, Jon, 78
- embedding, 77, 79, 82, 217, 218, 257, 351
- emotion: appeals, 146, 158; in appeals, 117, 145; in arguments, 137; emotive connotation, 286, 317; language, 111; meanings, 236

empathy, 144, 150, 201, 249, 333; proponent's use of, 333  
 empiricism, 292  
*endoxa*, 213, 351; endoxic arguments, 102; *endoxon*, 12, 14, 213, 215, 324  
 enthymeme, 12, 13, 23, 40  
 eristic dialogue, 62, 63, 105, 112, 117  
 escape routes, 149  
 essentialism, 292, 293, 297, 319, 321  
*ethos*, 186, 193; ethotic *ad hominem* argument, 175  
 eulogistic terms, 284  
 euthanasia, 43  
 evidence, 83, 84, 159  
 evidence-based approach, 91, 125  
 explanation, 188, 216, 293  
 exploitation, 127  
 extrapolation, 340

fallacies, 21, 61, 272; dialectical methods to identify, 325; informal, 78; intentional deception, 183; of polling, 229, 264; of relevance, 101, 116. *See also specific kinds of fallacies*  
 fallacious argument, 173; persuasive, 147; value of, 263  
 fallacy of a double negative in question wording, 229  
 fallacy of appeal to authority, 30  
 fallacy of black and white, 244  
 fallacy of broadening a definition to dramatize a problem, 232  
 fallacy of dichotomous questions, 229  
 fallacy of false dichotomy, 244, 245, 248, 273  
 fallacy of forcing an answer, 244  
 fallacy of lack of proper qualifications, 206  
 fallacy of many questions, 245, 329  
 fallacy of meaningless statistics, 229, 233, 234, 273  
 fallacy of neglect of qualifications, 222  
 fallacy of question structure bias, 229, 240, 270, 273  
 fallacy of questioning, 245  
 fallacy of relevance, 101  
 fallacy of simplistic alternatives, 244

fallacy of the concealed persuasive definition, 231, 272  
 fallacy of the inappropriate persuasive definition, 229, 231, 272  
 fallacy of the use of a broad definition, 229, 233, 273  
 fallacy of the use of a narrow definition, 233  
 fallacy of using an atypical example, 229, 238, 273  
 fanaticism, 98; fanatical argumentation, 119  
 fear appeal arguments, 72, 153; basic premises, 148; critical question for, 150; empirical investigations of, 133; evaluating, 148, 157; goals in, 148; practical reasoning, 325; reasonable, 156; short-cuts, 158  
 fear appeals: ads, 131, 140, 148, 155; drive theory, 133; parallel response, 133; protection motivation model, 133  
 feedback, 141, 144, 218, 328; argument modification, 348; process, 201; stages in, 352  
 filtering out factor, 247  
 Fisher, Robert, 76, 78  
 Fishkin, James S., 256, 257  
 focus group, 351  
 forensic debate, 44  
 freedom of speech, limited, 212  
 Freeman, James B., 199  
 Galileo, Galilei, 170  
 Garner, Richard, 123  
 generalizations, 23, 230, 306; defeasible, 13, 301; statistical, 235; universal, 13  
*Georgias*, 16  
 goal-directed conversational exchange, 153, 207  
 goal-directed deliberation, 144  
 goal-directed structure, 110  
 goals, 341; achieving, 149; arguers', 30; argumentation, 96, 109; in commercials, 219; commonality of, 33, 68; conflict of, 31, 33, 156;

- consequences and, 65;  
 conversational, 105; general, 31; to get action, 123; group, 38, 39, 62; grudge articulation, 62; individual, 80; to judge argumentation, 105; for propaganda, 110; proponents', 106, 110; public opinion poll, 226; specific, 31; supported, 40
- Golding, Jonathan M., 269
- Goldman, Alvin, 143, 339
- Gordon, Robert M., 143, 344
- Gore case, 173, 190, 196, 200; argument evaluation, 190
- Govier, Trudy, 90, 139, 183
- Graesser, Arthur C., 269
- Grice, H. Paul, 186; Gricean conversational maxims, 187; implicature, 175, 186, 191, 333, 352; pragmatic theory of conversational interaction, 186
- grim reaper ad, 132
- Gronbeck, Bruce, 48
- Grootendorst, Rob, 61, 71, 224, 264, 350
- Gross, Alan G., 186, 359
- grounds for doubt, 180
- group deliberation, 336
- guilt by association argument, 168
- gun control cases, 130, 132–158; appeals in, 157; NRA fear appeal ads, 155; rhetoric in, 137
- Hallden, Soren, 279
- Hamblin, Charles L., 164, 170; action-state semantics, 339; on *argumentum ad populum*, 202; commitments, 49, 51; dialogue, 357; formal model of dialogue, 264; partial strategy, 142
- Hart, Roderick P., 64
- Hastings, Arthur C., 301, 303, 314, 349; argument analysis, 306; argument forms, 301; argumentation schemes, 29
- Hegel, G. W. F., 14
- heuristics, 1, 128, 147, 157
- historical reenactment, 143
- Hitchcock, David, 65, 68, 258, 264
- Hitler, Adolf, 101. *See also* propaganda, Nazi
- Hohmann, Hanns, x, 7, 8
- Houtlosser, Peter, 30, 340
- Hurley, Patrick, 100, 101, 103, 112, 203, 230
- hypocrisy, 185
- hypothesis: drawn from conclusions, 345; general, 209; plausible, 338; subjective, 355
- Hypothesis on the Cognitive Component of Persuasion (HCCP), 86
- imperatives, 339; logic of, 142; prudent, 33
- implications, 184; negative ethical, 94; persuasive, 268
- implicature, 174, 186, 188, 190, 341; conversational, 186; decoding, 49; difficult to quantify, 208
- incentives: interest-based, 82
- inconsistency, 175, 309; allegation of, 172, 175, 179; apparent, 185; explained away, 175; explicit practical, 184; practical, 165, 167, 184; pragmatic, 166, 174
- indirect media argumentation, 323, 332; dialectical structure of, 332
- inducement, 47, 69, 72; interest-based, 73; negative, 72, 73; offering, 73, 84; positive, 70, 72; psychological form of, 72
- inference, 149; based on inconsistency, 166; to the best explanation, 187, 208, 215; chain of, 77, 217; defaulted, 154; distorted, 239; drawn from premises about popular opinion, 205; engine, 349; erroneous, 198; forseen, 354; inductive, 251; link of, 36, 350; misleading, 271; *modus ponens*, 58; productive sampling, 255; questioned, 355; testing, 345; to a mass audience, 186; unjustified, 273

- information-seeking dialogue, 62, 77, 106, 120, 189, 342; argumentation standards in, 272; in mass media argumentation, 222; purpose, 63
- initial situation, 63
- innuendo, 188, 189, 269; importance of, 186; political, 225
- inquiry, 62, 63, 207; goal of, 106
- insincerity, 191
- interest-based bargaining, 42, 44
- interest-based negotiation, 300
- interests, 43, 73
- invention stage, 333, 340, 341; argument strategy devised in, 348; understanding, 347
- Jackson, Sally, 79, 82, 146, 157
- Jacobs, Scott, 19, 21, 79, 82
- Jerry Lewis Telethon case, 136
- Johnson, Ralph H., 30, 127
- Johnstone, Henry W. Jr., 163
- justification, 67, 123, 211, 250
- kangaroo argument example, 301
- Kant, Immanuel, 14
- Kauffeld, Fred J., 337
- Kesterton, Michael, 250
- Kienpointner, Manfred, 20, 349
- King, Susan, 252
- knowledge: background, 157; changing, 218; common, 3, 4, 14, 15, 23, 29, 38, 39, 65, 92, 131, 143, 147, 157, 162, 170, 199, 201, 209, 214, 218, 240, 242, 269, 305, 323, 346, 352, 353, 354; imperfect, 225; lack of, 256
- Kock, Christian, 30, 31
- Krabbe, Erik C. W., 139, 264, 328, 339
- Kuhn, Thomas, 289, 311
- language, 236; biased, 228; descriptive meaning, 276; dispute, 308; emotive, 111, 116, 228, 235, 236, 242, 254, 276, 277, 283, 306; judging, 225; natural wording, 268; negative, 112, 212, 236; persuasive definitions, 112; persuasive function of, 242; positive, 278; question wording, 228, 235; rhetorical flourish, 175; suggestive, 256; word meaning, 276; word usage, 165
- law: leading questions in, 240
- Le Bon, Gustave, 21, 97, 105
- Leff, Michael, 17, 326, 359
- legal argumentation, bound by definitions, 280
- Leventhal, Howard, 133
- liberal case, 112
- lie, ethically justified, 124
- liking, 24
- Locke, John, 170
- logical reasoning, 110
- logical relevance, failure of, 101
- Lotus Sutra case, 123
- manipulation, 127, 159
- Maren, Michael, 152
- marketing, 198, 203
- Marketplace case, 210, 221, 225
- Marlin, Randal, 93, 94, 113, 114
- Martens, Jan L., 171
- Martin, Rex, 144
- Marx, Karl, 14
- mass audience, 42, 326; emotional, 97, 211; influencing, 199; persuading, 141; target, 138, 199
- mass media, 155; appeals, 142, 222; marketing, 205; poll reporting, 246; rhetoric, 127
- mass media argumentation: appeals in, 147; definitions in, 319; five stages of, 346; goal of, 351; lack of continuity, 326; lack of freedom in, 310; legal definition of terms in, 279; persuasive definitions in, 271; plan recognition in, 346; successful, 224; tactic of, 308; televised political debates, 327; term evolution in, 285
- maxim of quantity, 189
- maxims, 49, 187, 188
- McBurney, Peter, 34, 65, 258, 264
- McClurg, Andrew J., 130, 132, 148, 153, 157

*Index*

381

- McKerrow, Raymie E., 280  
 media argumentation, 91, 188, 270;  
   components of, 350; fallacies in, 21;  
   persuasive definitions in, 321;  
   stages, 324  
 message content, 109  
 metaphilosophy, 321  
 Microsoft Office case, 204, 205, 210,  
   219, 225  
 Miller-Tutzauer, Carol, 313  
 mob: appeal, 211; mentality, 100;  
   orator, 97, 298; rhetoric, 359  
 mob appeal argument, 92, 100  
 model of plan recognition, 343  
 Moore, David W., 237, 241  
 Moore, Robert C., 144  
 Morreale, Joanne, 48  
 motorist example, 345  
 multi-agent structure of  
   argumentation, 173  
 Nayirah case, 128, 136, 138, 145, 159,  
   160, 199  
 negative campaign, 170, 333  
 negotiation, 62; goal of, 106;  
   principled, 76  
 negotiation dialogue, 52, 82;  
   argumentation in, 77, 78;  
   computerized model of, 77;  
   concession in, 75; formal model of,  
   68; goal of, 76; interest-based  
   bargaining, 106; interests in, 78;  
   issue in, 74; persuasion in, 64, 74,  
   75; shift from, 76; threat in, 73  
 neutral terms, 284  
 no-fault insurance example, 67  
 normative model of dialogue, 44  
 normative model of mass media  
   argumentation, 328  
 O'Keefe, Daniel J., 2, 47, 48, 146  
 Ogden, Charles Kay, 276  
 Olbrechts-Tyteca, Lucie, 27, 291, 313,  
   320, 349, 352  
 one-sided argumentation, 110  
 one-sided dialogue, 138  
 ontology, 37  
 paradigms, 238, 327  
 Parr, Katherine E., 239  
 Parsons, Simon, 65, 258, 264  
 partial strategy, 339  
 participant, 343, 353  
 partisan argumentation, 110  
*pathos*, 186  
 Payne, Stanley L., 242, 246, 247  
*peirastikoi logoi*, 170  
 Perelman, Chaim, 27, 291, 313, 320,  
   349, 352  
 perjury, 185  
 personal credibility, 169  
 persuasion, 15, 23, 42, 47, 71, 108,  
   146; attempt, 47, 55; cognitive  
   component of, 85; covert tactic of,  
   283; deceptive wording, 251;  
   definition of, 54, 59–88; effective,  
   30; elements of, 54; empirical, 48,  
   85, 86; historical analysis, 324;  
   inducement in, 73; legitimate, 263,  
   271; measuring impact, 18;  
   objection, 56; peripheral route,  
   146; psychological, 85; rational, 43;  
   research, 48; rhetorical, 19;  
   short-cut, 150; speech act of, 85,  
   140; strategy, 158; successful, 55,  
   89; techniques of. *See also*  
   persuasion dialogue; persuasive  
   definitions  
 persuasion dialogue: characteristics  
   of, 58; goal, 80, 105, 106, 298;  
   involvement of, 111; irrelevance in,  
   47; shift to, 76; strategy, 340, 341;  
   threat irrelevance in, 74  
 Persuasion System, 353; flexible, 358;  
   quality of, 359  
 persuasive definitions, 90, 95, 104,  
   111, 234, 236, 271; categorizing,  
   297; characteristic of propaganda,  
   112; characteristics of, 278, 291;  
   contrary, 310; deceptiveness of, 288;  
   exploited, 317; legitimate, 276;  
   legitimization, 298; methodology,  
   277; recognition of use, 318;  
   requirements of, 279, 286; static,  
   316; voter reassurance, 282

persuasive redefinitions, 281, 315, 318  
 Pfau, Michael, 194  
 Pinto, Robert C., 239  
 pity appeal arguments, 153  
 plan recognition, 342, 344; defined, 344; as a dialogue, 348; implicatures, 352; proponent's use, 354; verifiable evidence, 355  
 planning, 142, 341; characteristics of, 338; strategy, 339  
 Plato, 11, 46, 62; on dialectic, 11, 214; dialectic vs. rhetoric, 16; dialogues of, 57; rationality, 15; on rhetoric, 16; on Sophistry, 16  
 plausibility, 164, 169  
 plausible deniability, 189  
 plausible reasoning, 341  
 polite discourse, ethical rules of, 186  
 politics: argumentation, 169; debate, 194; deliberation, 34, 351; issues, 96; partisan commentary, 174; push polls, 225; rhetoric in. *See also* mass media; media argumentation  
 polls, 87, 92, 103, 201, 203, 225, 245, 248; abuse of, 229, 273; and appeals to popular opinion, 103; biased, 249, 250, 254, 272; confusing, 243; deliberative. *See also* deliberative poll; fallacies of, 229, 240, 261, 264, 270, 273; Gallup poll, 237; Harris survey, 237, 252; judged, 224; lack of precision, 208; loss of confidence in, 253; misleading, 254; misuse of, 251, 274; Pew Research Centre, 253; Princeton Survey Research Associates, 253; problem with, 78; public education about, 259; purpose of, 257; push polls, 250; questioning reports of, 260; reporting, 246; respondents judged, 265; simplistic result, 253; social indicators, 259; and social policy, 103; stages of, 239; as a statistical generalization, 235; superficiality of, 226; techniques, 207, 229, 255; traditional, 257;

used by advocacy groups, 261; variance in. *See also* questions  
 pop scheme, 205, 210; abductive, 209; conclusion of, 220; premise, 220; type of argument analysis, 209; versions of, 208  
 popular opinion: fluctuation in, 98; Greek ambivalence about, 215; going against, 212; initial premise, 214  
 postmodernism, 290, 296, 297, 315, 321; views on definitions, 291  
 poverty: definition of, 233  
 practical inference: Aristotelian, 149; evaluation, 33; premises in, 31; structure of, 32  
 practical ought-statement, 32  
 practical reasoning, 31, 32, 217, 336; Aristotelian, 131; context of, 37, 218; critical questions for, 354; defeasible, 33; instrumental, 32; multi-agent, 32; simulative, 144  
 pragmatic inconsistency, 193  
 premise, 39, 40, 86; audience accepted, 21; based on popular opinion, 103, 214; classification, 306; conditional, 32, 151, 152; critical questions for, 151; definition, 306; explicit, 40; false, 156, 159; goal, 149; implicit, 40; key, 149; missing, 13, 123  
 Presser, Stanley, 237, 249, 265  
 presumption, 190, 191, 211, 283  
 presumptive arguments, 28, 86; presumptive argumentation schemes, 349  
*Prior Analytics*, 12  
 process of channeling, 326  
 profile, 328  
 profile of dialogue, 328  
 prolepsis, 141, 142, 161, 334  
 proof, 22, 63  
 propaganda, 91, 109, 111, 117, 211, 212, 251, 259, 288, 325, 353, 359; aim of, 107; ambivalence toward, 123; based on *argumentum ad populum*, 101; basis of, 104;

- characteristics of, 113; classified definitions of, 94; closed to refutation, 119; connotations of, covert use of, 125; critical discussion, 115; deceptiveness of, 112, 120, 121; definition of, 94, 95, 106, 108, 114; *see also other definitions below*; dialectical relevance, 122; eristic characteristics, 117; essential part of, 111; evaluation of, 107, 116, 117, 125; evidence-based approach, 123; fallacious, 101, 102, 104; goals of, 94, 106, 107, 108, 110, 111, 122; historical origins, 92, 93, 94; influence of, 99; informative, 114; inherently defective, 107; inherently wrong, 101; justified, 111; language of, 112; logical reasoning in, 110; methods of, 109; mixed dialogue, 108; mobilizing crowd, 105; Nazi, 119, 120; negative connotations, 93; negative connotations of, 92, 93, 94; negative definition of, 94, 114; neutral definition of, 93, 95; one-sidedness, 119; and persuasion, 102, 108; persuasive definition of, 95, 113; positive definition, 94; positive definitions, 95; positive use of, 114; and props, 109; psychology of, 113; public opinion about, 104; rhetoric in, 106; skepticism about, 124; strength of, 198; ten characteristics of, 91, 109, 122; truth in, 108; twisting of evidence, 119; type of dialogue, 107; value of, 96, 115, 118; and war, 112, 114
- propagandists: beliefs of, 95, 120; discourse of, 122, 124
- proponent, 53, 59, 109, 139, 153; anticipatory character, 353; argument evolution, 202; collection of evidence, 161; commitments, 50; defining terms, 300; definition as proof, 299; goals of, 79, 81, 111; in mass media argumentation, 222
- proportionality, 179, 180, 184, 195
- propositions: inconsistent, 330; logical relevance of, 103
- psychologism, 183
- psychology: empirical, 48
- public debates: context of, 37
- public deliberation, 105, 254
- public discourse, 96, 97
- public opinion: deliberation, 216; importance of, 203; influencing, 200; manipulators, 226; refutation of, 215
- public opinion polls. *See* polls
- public policy, 64, 273, 315, 360; basis for, 255; opinion influenced in, 251; oversimplified in polls, 254; persuasive definitions in, 275; use of rhetoric in, 132
- public relations experts, 134, 162, 226, 298, 308
- push polls, ethics of, 250
- quality of character, 164, 166
- QUEST, 243, 269, 270
- question: wording, 268, 271
- question-asking strategies, 329
- question-reply dialogue, 264
- questions: bias of, 264; bidirectional, 240; closed, 208, 245; dichotomous, 245, 248, 273; filtering of, 249; inappropriate, 264; judging, 270; loaded, 225, 253, 254, 256, 264, 265, 266; multiple choice, 245; negative form of, 242; open, 208, 245; in polls and surveys, 243, 268; presuppositions of, 270; structure of, 239; underlying function, 271; unidirectional, 240; why-questions, 244; wording, 260, 271; wording effect, 236; yes-no. *See also* polls
- question-wording effect, 236
- quid pro quo*, 70
- rape: definition, 286; redefinition case, 286, 314
- rationality, 104; scientific, 289
- rave pants case, 205, 220, 225
- Rawls, John, 96, 97, 98, 99, 105

Reagan tax cuts case, 313  
 reasoning: autoepistemic, 144, 145;  
     chain of, 106; deductive, 187;  
     defeasible, 35; dual agent, 144;  
     fallacious, 263; goal-directed, 39,  
     128, 217; inductive, 187;  
     means-end, 39, 130, 344; practical,  
     39; simulative, 143, 324, 333  
 rebuttal: burden of, 154  
 reciprocity, 24  
 redefinition, 278, 280, 282, 305;  
     abortion terminology, 295; by  
     interest group, 291; feminist, 286;  
     justifiable, 296; legal, 314; for  
     political reasons, 314; of rape, 287;  
     verbal, 288  
*reductio ad absurdum*, 214  
 refutation, 170; defined, 41;  
     diagrammed as, 312; leading to  
     conclusion, 312; of a prior  
     argument, 304  
 relevance: argument for, 183; defined,  
     81; dialectical, 81, 83, 103, 121,  
     122, 125, 340; failure of, 137; Grice  
     on, 188; judging fallacies, 103;  
     judging persuasion, 84; logical, 101,  
     103; political, 176; text for, 82  
 religious preaching rhetoric, 119  
 respondent, 59, 109, 139, 153;  
     background assumptions about,  
     164; bias charge, 168; commitments  
     of, 50, 88, 89, 161, 331, 354;  
     confusion of, 243; critical questions  
     of, 308; freedom to ask questions,  
     288; goal of, 80; ignorance of, 257;  
     inability to ask critical questions,  
     158; lack of role, 327; reaction of,  
     155; right to question, 298;  
     strategies, 269  
 respondent-to-dialogue (RTD), 140,  
     326; nonverbal audience, 139;  
     problem, 138, 160, 200, 201, 323,  
     327, 332; solution, 333, 347  
 retraction: rules for, 89  
 rhetoric, 347, 355; aim of, 15;  
     audience, 18; deceptive capability,  
     16; defined, 22, 23, 322; and

dialectic, 17; emotional, 130, 191;  
 empirical art of, 19; framework of,  
 17; Greek origins of, 26; in law, 26;  
 method of proceeding, 326;  
 negative implications, 16; in  
 politics, 26, 48; superficial, 192;  
 technology of, 356; value of, 325  
 rhetorical argumentation, 19, 20, 324,  
 359; rhetorical argumentation  
     sequence (RAS), 327, 330  
 rhetorical mass media arguments, 138  
 rhetorical trajectories, 352  
 Richards, Ivor Armstrong, 276  
 Robinson, Richard, 316  
 Rodney's bad grammar case, 278, 313  
 Rogers, Richard W., 133  
 Roper, Burns W., 240, 243  
 routines, 339. *See also* scripts  
 rules: for collaborative conversation,  
     333; of evidence, 96; move binding,  
     258; move governing, 66; move  
     permitting, 65  
 safety net case, 282–283  
 scarcity, 25  
 scary ads, 150  
 scheme for practical reasoning, 35,  
 334  
 Schiappa, Edward, 19, 284, 289, 314,  
 319, 325; death definition, 290;  
     rape definition, 287; wetlands  
     definition, 285  
 Schuman, Howard, 237, 241, 249, 265  
 science and dialectic, 13  
 scripts, 269  
 sealers example, 156, 167, 168, 226,  
 330  
 Searle, John, 337  
*secundum quid* fallacy, 222  
 Sederberg, Peter C., 281  
 Segerberg, Krister, 32, 339  
 Seligman, Daniel, 234  
 Senator Smith's election campaign  
     example, 42  
 sequence of questioning, 265  
 sequences of actions, 341  
 Simons, Herbert W., 69, 71

- simulation, 142, 143  
 simulative reasoning, 144, 355  
 Singh, Munindar P., 53, 357  
 skepticism, 124, 215  
 smear tactic, 188, 191, 192  
 smoking example, 165–166, 181, 199  
 Snoeck Henkemans, Francisca, 264  
 social groups: involvement of, 110  
 social proof, 24, 25  
 Socrates, 16, 214, 215; Socratic dialogues, 58  
 Sophistry, 62, 359  
 Sophists, 15, 16  
 speaker, commitment of, 337  
 speech act of making a proposal, essential components of, 336  
 speech act of persuasion, 298, 332; freedom to change definitions, 309; legitimize persuasive definitions, 298; requirements for, 300  
 speeding up of the decision process, 247  
 spin, 174, 233, 254; argumentative, 297; concealed persuasive, 231; control, 272; “doctors” of, 159, 298; emotive, 238, 283; factor, 228; nauseating, 191; negative persuasive, 230; persuasive, 229; positive, 275, 278; positive terminological, 296; redirected, 297  
 split respondent effect, 222  
 spouse abuse example, 265, 329; profile of dialogue for, 329  
 Star Trek example, 37, 90, 334, 337, 347, 356  
 state of affairs, 32, 149, 155  
 statistical methodology: limitations of, 271  
 Stevenson case, 170  
 Stevenson, Charles L., 112, 236, 298, 305, 319, 320; cultural example, 304, 305, 306, 312; emotive language, 236, 299; persuasive definitions, 275, 276, 312  
 strategic thinking, 143  
 strategy of contrast, 352  
 strategy of public relations, 199  
 straw man fallacy, 61  
 strong opposition, 55  
 student’s appeal to pity case, 145, 151  
 Swamer, Shane, 269  
 Sycara, K. P., 78  
 syllogism, 22; incomplete, 13  
 syllogistic logic, 358  
 tactics, 151; advocacy, 232; argumentation, 221, 281; concealed persuasion, 231; courtroom, 136; covert, 283; deceptive, 136, 272; dialogue blocking, 249; discussion ending, 314; fallacious, 251, 263; forced answer, 329; high-risk, 73; manipulation, 159, 160; misleading, 273; mutant statistics, 228; negative campaign, 161, 162, 188; personal attack, 161; rhetorical, 313, 318; sophistical, 21, 151; specious, 314; tricky, 189, 192, 206  
 terminology, implications of, 295  
 terms: judging, 270; negative, 35; undefined. *See also* definitions  
 test for response effects, 266; empirical technique, 270; question wording, 268  
 theorem-proving machines, 20  
 theory of abductive inference, 209  
 theory of emotive meaning, 112  
 Thouless, Robert H., 113, 114, 115, 118  
 threat, 47, 72, 73, 79, 131, 134, 148; credible, 71; defined, 71; direct, 83; disguised, 72; explicit, 83; indirect, 72; irrelevance of, 74, 82; three conditions of, 71, 72  
 threat appeal arguments, 134  
 tilt. *See also* spin  
 timing, 160  
 Tindale, Christopher W., 13, 333  
 tipping example, 55, 57, 74, 81  
 Titsworth, B. Scott, 282  
 topic-based systems, 20  
 topics, 27

386

*Index*

- topoi*, 336  
Toulmin model, 301, 303  
toy truck example, 69–70  
TRACK, 345  
turn-taking, 351  
Tutzauer, Frank E., 313  
two wrongs argument, 168
- Ury, William, 76, 78
- value-based practical reasoning, 37, 334, 335, 347; components of, 34; critical question, 35; scheme for, 34, 338; used in making a proposal, 338
- values, 34, 35; audience, 90; Canadian, 35; comparative rating, 34; conflicting, 255; group, 40; implicit, 40; positive, 36
- van Eemeren, Frans H., 71, 224, 264, 350; argumentation strategies, 340; critical discussion, 61; fallacies, 61; rhetoric view, 30
- violence against women poll, 251
- Vorobej, Mark, 334
- war cases, 212  
War on Poverty case, 282, 284, 308, 318
- Warnick, Barbara, 27  
Warnke, Paul, 228  
warrant, 301; defeasible, 351  
Weaver, Richard M., 302  
Wenzel, Joseph W., 26, 46  
wetlands: case, 284; definition of, 285; initial perception in, 314
- Whatley, Richard, 16
- Wheeler, Michael, 237, 247, 248
- Witt, Evans, 253
- Wooldridge, Michael, 357
- wording. *See* definitions; questions; terminology; terms
- World Vision example, 135
- Yankelovich, Daniel, 98, 216, 223, 226, 254, 255
- yea-say effect, 240
- Zarefsky, David, 282, 294, 308, 313, 318, 322, 325