

Cambridge University Press

978-0-521-70030-6 - Media Argumentation: Dialect, Persuasion, and Rhetoric

Douglas Walton

Table of Contents

[More information](#)

Contents

<i>Acknowledgments</i>	<i>page</i> xi
Introduction	
1 Logic, Dialectic, and Rhetoric	1
1. <i>The Viewpoint of Informal Logic</i>	7
2. <i>The Old Dialectic of the Greeks</i>	8
3. <i>The Opposition between Rhetoric and Dialectic</i>	11
4. <i>Topics and Fallacies</i>	15
5. <i>Persuasion, Social Influence, and Democracy</i>	19
6. <i>Argumentation Schemes</i>	23
7. <i>Basic Practical Reasoning</i>	26
8. <i>Value-Based Practical Reasoning</i>	30
9. <i>The Star Trek Example</i>	34
10. <i>The Aims of Dialectical and Rhetorical Argumentation</i>	37
2 The Speech Act of Persuasion	41
1. <i>The Belief-Desire-Intention Approach and the Commitment Approach</i>	46
2. <i>Basic Components of Persuasion</i>	47
3. <i>Chaining of Argumentation</i>	53
4. <i>Types of Dialogue</i>	56
5. <i>Deliberation</i>	60
6. <i>Closing of the Deliberation Dialogue</i>	64
7. <i>Acts of Persuasion, Inducement, and Making a Threat</i>	66
8. <i>Negotiation Dialogue and Persuasion</i>	69
9. <i>Relevance and Argument Diagramming</i>	73
10. <i>The Cognitive Component of Persuasion</i>	79
11. <i>The New Definition of the Speech Act of Persuasion</i>	84

3	Propaganda	91
1.	<i>Negative Connotations</i>	92
2.	<i>Public Discourse and Reason</i>	96
3.	<i>Appeal to the People Revisited</i>	99
4.	<i>The Dialectical Viewpoint on Propaganda</i>	104
5.	<i>Persuasion and Propaganda</i>	106
6.	<i>Characteristics of Propaganda</i>	109
7.	<i>Is Propaganda Necessarily Dishonest or Irrational?</i>	114
8.	<i>Openness to Contrary Evidence</i>	117
9.	<i>Deceptiveness and Relevance in Propaganda</i>	120
10.	<i>Evaluating Argumentation in Propaganda</i>	122
4	Appeals to Fear and Pity	127
1.	<i>Appeals to Fear and Pity in Mass Media</i>	128
2.	<i>Appeals to Fear</i>	131
3.	<i>Appeals to Pity</i>	134
4.	<i>The Respondent-to-Dialogue Problem</i>	138
5.	<i>Simulative Reasoning</i>	142
6.	<i>The Dual Process Model of Persuasion</i>	145
7.	<i>The Structure of Appeals to Fear</i>	147
8.	<i>The Structure of Appeals to Pity</i>	150
9.	<i>Multi-agent Structure of Both Types of Argument</i>	153
10.	<i>When Are Appeals to Fear and Pity Fallacious?</i>	156
5	Ad Hominem Arguments in Political Discourse	161
1.	<i>Classifying the Types of Ad Hominem Argument</i>	163
2.	<i>The Circumstantial and Other Types</i>	165
3.	<i>Argument from Commitment</i>	169
4.	<i>The Gore Case</i>	173
5.	<i>The Battalino Case</i>	177
6.	<i>Classifying the Argument in the Battalino Case</i>	180
7.	<i>Evaluating the Argument in the Battalino Case</i>	183
8.	<i>Implicature and Innuendo</i>	185
9.	<i>Evaluating the Argument in the Gore Case</i>	190
10.	<i>Evaluating the Arguments Rhetorically and Dialectically</i>	192
6	Arguments Based on Popular Opinion	198
1.	<i>Influencing the Mass Audience</i>	199
2.	<i>Appeal to Popular Opinion as an Argument</i>	202
3.	<i>Cases in Point</i>	204
4.	<i>The Form of the Argument</i>	207
5.	<i>Fallacious Appeals to Popular Opinion</i>	211
6.	<i>Endoxa in Greek Dialectic</i>	213
7.	<i>Public Opinion as Informed Deliberation</i>	215
8.	<i>A More Careful Basis for Evaluating Cases</i>	218

Cambridge University Press

978-0-521-70030-6 - Media Argumentation: Dialect, Persuasion, and Rhetoric

Douglas Walton

Table of Contents

[More information](#)*Contents*

ix

9.	<i>Viewing the Public as an Agent</i>	222
10.	<i>Evaluating Appeal to Popular Opinion</i>	224
7	Fallacies and Bias in Public Opinion Polling	228
1.	<i>Definitions and Sampling Surveys</i>	229
2.	<i>Question Wording and Emotive Bias in Polls</i>	235
3.	<i>The Structure of the Question</i>	239
4.	<i>Forcing an Answer</i>	244
5.	<i>Use of Polls by Advocacy Groups</i>	249
6.	<i>The Advent of Deliberative Polling</i>	254
7.	<i>Argumentation Schemes and Critical Questions</i>	259
8.	<i>Using Formal Dialectical Models of Argumentation</i>	263
9.	<i>Combining Dialectical and Empirical Methods</i>	267
10.	<i>Conclusion and Summary of Fallacies</i>	270
8	Persuasive Definitions and Public Policy Arguments	275
1.	<i>Stevenson's Theory of Persuasive Definitions</i>	276
2.	<i>Cases of Public Redefinitions</i>	281
3.	<i>Wider Implications of These Cases</i>	288
4.	<i>Definitions in the New Dialectic</i>	292
5.	<i>Proof of Legitimacy of Persuasive Definitions</i>	297
6.	<i>Argumentation Schemes Relating to Definitions</i>	300
7.	<i>The Speech Act of Defining</i>	308
8.	<i>Evaluating Persuasive Definitions</i>	310
9.	<i>What Should the Rules for Persuasive Definitions Be?</i>	316
10.	<i>Conclusions</i>	319
9	The Structure of Media Argumentation	323
1.	<i>Rhetoric and Dialectic Reconfigured</i>	324
2.	<i>The Respondent-to-Dialogue Problem Revisited</i>	327
3.	<i>Direct and Indirect Media Argumentation</i>	330
4.	<i>Star Trek: The Rhetorical Dimension</i>	334
5.	<i>Argumentation Strategies</i>	338
6.	<i>Plan Recognition</i>	342
7.	<i>The Solution to the RTD Problem</i>	347
8.	<i>Fifteen Basic Components of Media Argumentation</i>	350
9.	<i>The Persuasion System</i>	353
10.	<i>Computational Dialectics for Rhetorical Invention</i>	355
	<i>Bibliography</i>	361
	<i>Index</i>	373

Color plate section follows page 34.