

Figure 5-1

Reasoning Types (or General Assignments)

Name	Function	Example	Value
Enthymeme	An abbreviated kind of argument. Audiences must complete the argumentative cues provided by the rhetor.	The classic negative campaign ad of 1968, "The Daisy Spot," never explicitly says "Goldwater will push the nuclear button." But audiences draw that conclusion from the sequencing of powerful visual and aural cues (see Chapter 11).	Invites participation Audiences like drawing their own conclusions
Induction/ Deduction	In inductive argument, a rhetor details examples in order to arrive at a larger claim; in deductive argument, a rhetor presents a claim as presumed truth or fact and then proceeds to document how that claim is true.	"I've Been to the Mountaintop" is organized inductively. King gives many brief and poignant examples of civil rights successes before concluding that it is a righteous cause and it is God's will for the movement to prevail. "The Gettysburg Address" is organized deductively. Lincoln begins with an established truth: "all men are created equal." The rest of the address buttresses this truth.	Inductive = seductively draws audiences to accept rhetor's conclusions Deductive = straightforward appearance of logical rigor
Causal	Establish necessary relationships between two phenomena.	McKibbin writes in "Global Warming's Terrifying New Math," "So far, we've raised the average temperature of the planet just under 0.8 degrees Celsius, and that has caused far more damage than most scientists expected. (A third of summer sea ice in the Arctic is gone, the oceans are 30 percent more acidic, and since warm air holds more water vapor than cold, the atmosphere over the oceans is a shocking 5 percent wetter, loading the dice for devastating floods.)"	Adheres to the scientific method
Analogy	Compare two phenomena in order to evaluate, predict, or dramatize the rhetor's point.	"You know, it's got to be just as nice, if you're a gun collector, to see that \$3,000 semi gleaming under glass as it is for a baseball fan to see a Mickey Mantle card, but here's what I don't get—how that can possibly trump everyone else's right to go to the movies without ending up in a lake of 70 people's blood?"	Adheres to the jurisprudence (courtroom) model

another person, and the ability to see evidence of emotion in another. Caswell concludes that *thumos* describes a kind of mutual, interpersonal interaction that involves perception, feeling, and a sense of unity.

This description recalls President Obama's eulogy after the shooting that killed several people and severely wounded Representative Gabrielle Gifford in Tucson, Arizona. In that speech he said: "We mourn with you for the fallen. We join you in your grief." These are simple statements of unity and shared feeling. Later, he personalized the pain when he spoke of a young girl who was killed:

And in Christina . . . in Christina we see all of our children. So curious, so trusting, so energetic and full of magic. So deserving of our love. . . . Christina was given to us on

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