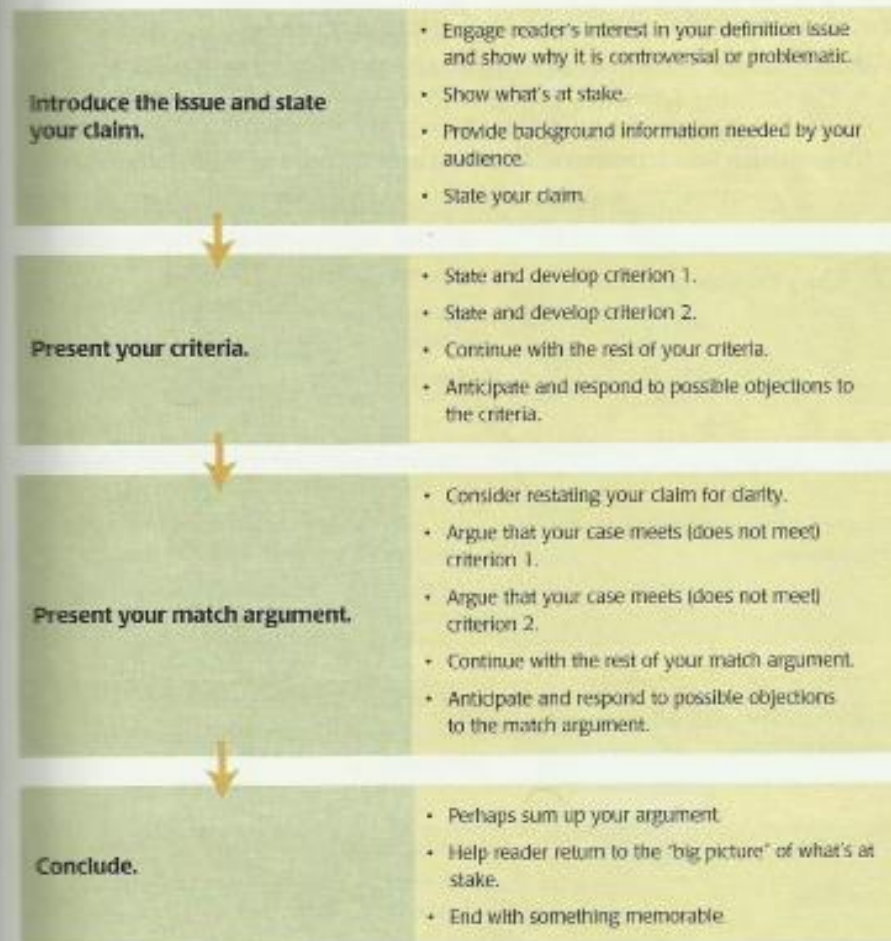


Identifying Your Audience and Determining What's at Stake

Before drafting your argument, identify your targeted audience and determine what's at stake. Consider your responses to the following questions:

- What audience are you targeting? What background do they need to understand your issue? How much do they already care about it?
- Before they read your argument, what stance on your issue do you imagine them holding? What change do you want to bring about in their views?

Organization Plan 1: Definition Argument with Criteria and Match in Separate Sections



- What will they find new or surprising about your argument?
- What objections might they raise? What counterarguments or alternative points of view will you need to address?
- Why does your argument matter? Who might be threatened or made uncomfortable by your views? What is at stake?

Organizing a Definition Argument

As you compose a first draft of your essay, you may find it helpful to know typical structures for definition arguments. There are two basic approaches, as shown in Organization Plans 1 and 2. You can either discuss the criteria and the match separately or interweave the discussion.

Questioning and Critiquing a Definition Argument

A powerful way to stimulate global revision of a draft is to role-play a skeptical audience. The following questions will help you strengthen your own argument or rebut

Organization Plan 2: Definition Argument with Criteria and Match Interwoven

Introduce the issue and state your claim.

- Engage reader's interest in your definition issue and show why it is problematic or controversial.
- Show what's at stake.
- Provide background information needed by your audience.
- State your claim.

Present series of criterion-match arguments.

- State and develop criterion 1 and argue that your case meets (does not meet) the criterion.
- State and develop criterion 2 and argue that your case meets (does not meet) the criterion.
- Continue with the rest of your criterion-match arguments.

Respond to possible objections to your argument.

- Anticipate and summarize possible objections.
- Respond to the objections through rebuttal or concession.

Conclude.

- Perhaps sum up your argument.
- Help reader return to the "big picture" of what's at stake.
- End with something memorable.

the definition arguments of others. In critiquing a definition argument, you need to appreciate its criteria-match structure because you can question your criteria argument, your match argument, or both.

Questioning Your Criteria

- Could a skeptic claim that your criteria are not the right ones? Could he or she offer different criteria or point out missing criteria?
- Could a skeptic point out possible bad consequences of accepting your criteria?
- Could a skeptic cite unusual circumstances that weaken your criteria?
- Could a skeptic point out bias or slant in your definition?

Questioning Your Match

- Could a skeptic argue that your examples or data don't meet the STAR criteria (see Chapter 5, pages 92–93) for evidence?
- Could a skeptic point out counterexamples or alternative data that cast doubt on your argument?
- Could a skeptic reframe the way you have viewed your borderline case? ■