Name: _____   Unit:_____ Lesson: _____

Argumentation vs. Persuasion: What's the Difference?

1. **Define these terms in your own words:**
   a. Argumentative speech:

   b. Persuasive speech:

2. Is there a difference between them, or are they synonyms?

3. **Give an example for each:**
   a. Argumentative speech:

   b. Persuasive speech:

TED Talk: For Argument's Sake, by Daniel H. Cohen (9 min 35 sec)

1. What is Cohen's profession? How does his job influence his bias/opinion on this topic?

2. "The more that I argue… the more that I _____!"

3. His questions:
   a. "What do good arguers _____ when they win an argument?"
   b. "Why do we try to convince others about _____ matters?"
   c. "Is trying to make someone believe something they don't want to believe a _____ way to treat another human being?"

4. Three models for arguments:
   a. Argument as _____.
   b. Arguments as _____ (such as in math: "Does it work? Is it any good?").
   c. Arguments as _____ (with audiences, juries, etc. "You have to tailor your argument to the audience at hand…").

5. "The war metaphor has _____ effects on how we argue."
   a. **Follow-up question**: explain this statement made by Cohen. What are the downsides of only thinking about arguments with the "argument-as-war" model?

6. What does Cohen suggest that arguments should be like instead?

7. "How can arguing be _____?"
8. "We need to think of new kinds of _____."
9. Cohen proposes that you imagine yourself as the arguer AND the _____.
   a. **Follow-up question**: What does he mean by this?

After the Video: Reflection Questions

10. What would Cohen say is the difference between argumentative and persuasive writing?

11. Do you agree or disagree with Cohen that not every argument needs a winner and a loser? Explain your answer.

Did Your Views Change:

1. Define these terms in your own words:
   a. Argumentative speech:

   b. Persuasive speech:

2. Is there a difference between them, or are they synonyms?

3. Give an example for each:
   a. Argumentative speech:

   b. Persuasive speech: