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1. INTRODUCTION
This unit will look into another aspect of communication that is to persuade. The kind of discourse frequently used to persuade is the argument. Often we use the word with negative connotations. However, here we use it in a more neutral way. An argument is a form of reasoning in which one draws a conclusion based upon evidence. Arguments involve making an inference from one set of claims (the premises) to another (the conclusion). The premises are believed to provide evidence for or some reason to believe the concluding claim (Reichenbach, 2002).

Arguments generally are divided into two types:

- inductive
- deductive (categorical reasoning)

There are various kinds of inductive arguments. Three common forms of inductive argument are:

- generalization
- analogies
- causal argument

Categorical reasoning will be explored under deductive argument.

The lesson will begin with concepts related to arguments and through a series of activities the students will be asked to practice, present and become familiar with both the inductive and deductive arguments.

2. SPECIFIC OBJECTIVES
After completing this unit, students should be able to:

- understand the important concepts in creating and making an argument
- understand the different kinds of argument – inductive and deductive