



Arguments and Arguing: The Products and Process of Human Decision Making

Thomas A. Hollihan, Kevin T. Baaske

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The primary focus of the updated, second edition has not changed—it embraces the narrative or storytelling approach to the study of argumentation. The first section introduces readers to rhetorical theorists and their principles. These significant contributions to the field of argumentation and debate include Aristotle's views on audiences and the ethical character of an advocate, Burke's dramatic theory of communication, Brockriede's metaphorical image of arguers, Fisher's narrative paradigm, Mill's guidelines for testing the causal correlation, Perelman and Olbrechts-Tyteca's conception of a universal audience, Rokeach's definition of values, and Toulmin's model for developing and analyzing argument claims and his conception of arguments as field dependent. Hollihan and Baaske's discussions of these ideas and their applications are easy to follow, unencumbered by technical jargon, and illustrated with engaging examples drawn from current and well-known historical events. The key to the success of this text is the authors' ability to show readers how foundational principles of argumentation are used in a variety of real-world situations. The second section covers specialized contexts such as academic debates, courts of law, politics, business and organizations, and interpersonal relationships. Activities that stimulate critical thinking and the implementation of the ideas discussed are provided at the end of each chapter.

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