

The Art of Argument

By Aaron Larsen, Joelle Hodge

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Junior high aged students will argue (and sometimes quarrel), but they won't argue well without good training. Young teens are also targeted by advertisers with a vengeance. From billboards to commercials to a walk down the mall, fallacious arguments are everywhere you look. The Art of Argument was designed to teach the argumentative adolescent how to reason with clarity, relevance and purpose at a time when he has a penchant for the why and how. It is designed to equip and sharpen young minds as they live, play, and grow in this highly commercial culture. This course teaches students to recognize and identify twenty-eight informal fallacies, and the eye-catching text includes over sixty slick and clever, "phony advertisements" for items from blue jeans to pick-up trucks, which apply the fallacies to a myriad of real life situations.

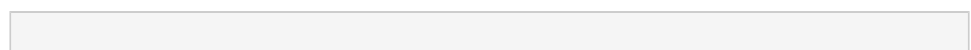
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The Art of Argument By Aaron Larsen, Joelle Hodge Bibliography

- Sales Rank: #90820 in Books
- Brand: Classical Academic Press
- Published on: 2010-01-01
- Original language: English
- Number of items: 1
- Dimensions: 11.13" h x .54" w x 8.60" l, 1.40 pounds
- Binding: Paperback
- 247 pages

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