



Arguments and Arguing: The Products and Process of Human Decision Making, Third Edition

By Thomas A. Hollihan, Kevin T. Baaske

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The latest edition of *Arguments and Arguing* contains the same balance of theory and practice, breadth of coverage, current and relevant examples, and accessible writing style that made previous editions so popular in hundreds of classrooms. The authors draw from classic and recent argumentation theory and research, contextualized with well-chosen examples, to showcase a narrative style of argumentation and the values and attitudes of audiences. Readers learn how to employ both formal and informal argumentative strategies in an array of communication forums—from interpersonal interactions to academic debate to politics to business. A newly added chapter on visual argumentation and a striking color photo insert demonstrate the value and power of visual elements in the construction of arguments.

The ability to argue is necessary if people are to solve problems, resolve conflicts, and evaluate alternative courses of action. While many are taught that arguing is counterproductive and arguments should be avoided, Hollihan and Baaske illustrate that arguing is an essential and fundamental human activity. Learning the art of effective argumentation entails a grasp of not only the strategies and principles of analysis and logical reasoning but also the importance of arguing in a positive and socially constructive fashion.

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Review

"Excellent text, with appropriate traditional argumentative theory and relevant advanced rhetorical theory. Easy to adapt to all varieties of argument courses. Extremely well organized and well written." --Russell T. Church, Middle Tennessee State University

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