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### ARGUMENT DESIGN: TOULMIN METHOD

British philosopher Stephen Toulmin points out that realistic arguments, ones that reveal both the strength and the limits of one's point, typically contain 6 elements.

These elements can be broken down further into primary and secondary elements:

### PRIMARY

(V) Claim

(V) Warrant

### SECONDARY

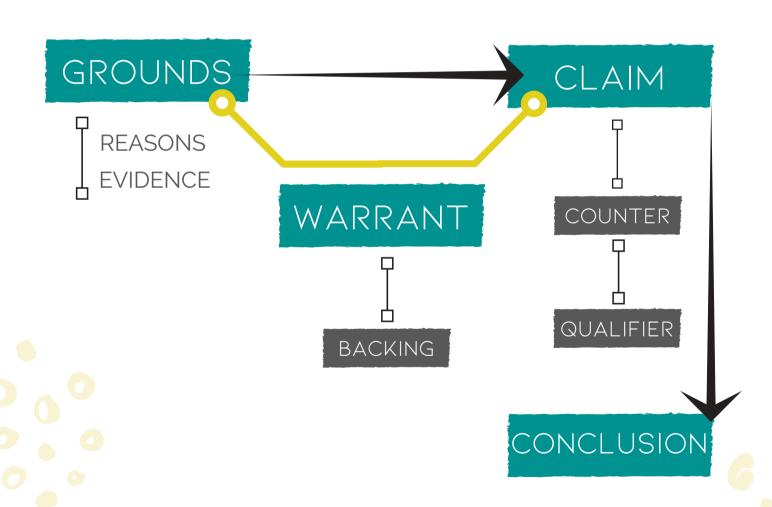
Backing

Counter

Qualifier

## Notes on an Argument...

The 'flow' of a Toulmin argument, therefore, looks like this:



# Notes on an Argument...

#### BUT IT \*SOUNDS\* LIKE THIS ...





Recent research suggests that sugar has particularly negative effects on the brain (*introduces topic*). According to these studies, results indicate that children who consume diets high in fat and sugar have poorer academic outcomes than those who do not, scoring an average of 4 points below that of their peers in science (evidence). Based on these findings, the government should ban further development of fast food restaurants (main claim) because of the serious risk they pose to youth health (reason). It is the government's job to protect the children of this country (warrant). In fact, programs to protect their health such as Michelle Obama's "Let's Move!" campaign easily reveal just how important youth health has been to the government in the past (backing), so it makes sense that they play a part in banning a service linked to youth health issues (interim conclusion).

Regardless of this proof, some might claim that banning these restaurants will limit options for children who come from impoverished homes and that 'food deserts' will skyrocket (opposing view). However, this view fails to consider the gaining momentum of urban gardening as a replacement for those fast food restaurants which currently exist (counter). Community leader Ron Finley of South Central Los Angeles is teaching families how to grow and share fresh foods in an area overridden with fast food chains (evidence). Finley's program is being replicated all over the country (backing), thus giving tremendous potential to his approach as an alternative. Therefore, while banning fast food might seem unrealistic to some, it is certainly possible if communities work together with each other and the government to minimize any consequence of action (qualified conclusion).



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