# How to Make an Argument

## Issue



# An unsettled question

## Audience

People to whom an argument is directed



## Claims



Debatable statements

#### Facts vs Claims

#### Fact

Sonmi-451 is a fabricant

#### Claim

Sonmi-451 becomes radicalized against corpocracy after witnessing the processing of other fabricants in the slaughterhouse

### Evaluation vs Interpretation

#### Evaluation

Mitchell expertly interweaves references to previous sections into each new storyline, heightening the reader's interest.

#### Interpretation

Mitchell employs recurring motifs, such as the cometshaped birthmark, to create parallels among the novel's distinct sections

## Evidence



Larger claims require stronger evidence

Luisa Rey feels that she hasn't lived up to her father's legacy





Cloud Atlas depicts global industrial capitalism as an outgrowth of slavery and colonialism

- Reasoning—strategy for presenting evidence
- Exigence—significance
- Assumptions—essential presuppositions

Thesis

Major claims

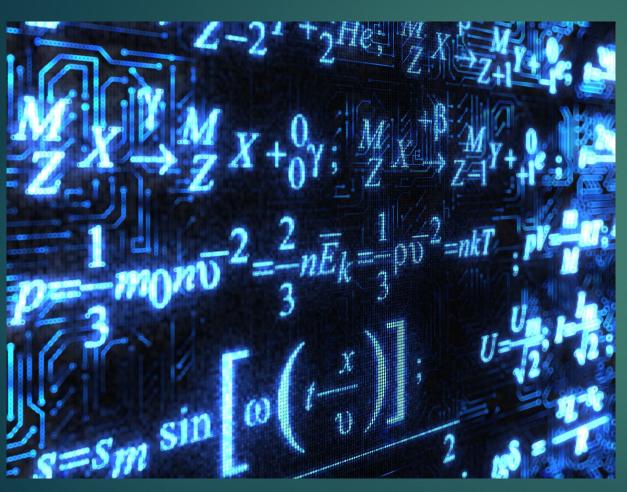
Minor claims

Evidence

## Ethos

- Establish credibility through clarity, style, tone, and diction
- Make concessions and qualifications when necessary

# Logos



- Appeals to logic
- Expose contradictions
- Show causeand-effect relationships

## Pathos

Appeals to emotion



## Thesis

Mitchell treats corporate greed as an outgrowth of colonialism, suggesting that such rapacious forces will devastate human life in every era

# Major claims

- Mitchell critiques colonialism in the "Pacific Journal" section
- Mitchell critiques corporate greed in the "Half-Lives" section

## Colonialism --> Corporations

Pacific Journal Half-Lives

Maori conquered Moriori Seaboard cover up

'Maori whip I"

"you're still Greed on Two Legs"

# Concessions/Qualifications



- Anticipate objections
- Acknowledge counterevidence
- Limit the argument's scope

With the exception of the "Letters from Zedelghem" section, the villains of Cloud Atlas tend to be corporations