



# 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 comet-shaped 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



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- ▶ 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 cause-and-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 l"

"you're still Greed on Two Legs"



# Concessions/Qualifications



- ▶ Anticipate objections
- ▶ Acknowledge counter-evidence
- ▶ Limit the argument's scope



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