

ARGUMENT EVALUATION

Claim

1. Record the advertisement's claim:

Does the claim state a clear opinion about a debatable issue? **yes**
no

Evidence and Reasoning

2. Is the evidence sufficient to support the claim? **yes** **no**
Record one piece of evidence provided by the advertisement:

3. Is the reasoning logical? **yes** **no**

Rhetorical Strategies

4. Logos: Does the advertisement include facts, statistics, and data as support? **yes** **no**
example:

5. Pathos: Does the advertisement include emotional appeals? **yes** **no**
example:

6. Ethos: Does the advertisement included expert opinions on the topic or do anything to build trust? **yes**
no
example:

Counterclaim and Rebuttal

7. Is the counterclaim addressed? **yes** **no**
If so, record the counterclaim:

8. Do they provide a reasonable rebuttal? **yes** **no**
If so, record the rebuttal:

This argument earned a /8.

