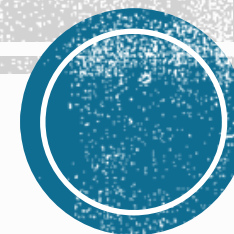


CLAIM EVIDENCE WARRANT



CLAIM

- a statement that asserts a belief or truth
- a debatable and controversial statement you hope to prove
- synonyms: your position, your opinion, your point, your argument, your thesis



YOUNG SHERLOCK HOLMES





EVIDENCE

- material offered to support an argument

- **Facts or statistics**

Energy drinks have caused the deaths of 18 people.

- **Expert opinion**

The Food & Drug Administration has shown that energy drinks can cause abnormal heart rate and high blood pressure.

- **Personal experience**

I once had to have a heart monitor attached because of the effects of energy drinks.



WARRANT

- **the explanation of how the evidence supports the claim**
- the statement—expressed or implied—that establishes the logical connection between a claim and its supporting evidence; in other words, **the underlying assumption that connects the evidence to a claim**
- **“What else must be true for this claim to support this warrant?”**
- **“Why is the evidence relevant?” or “How does this evidence support this claim?”**



1. Alex should never have been allowed to be the team captain. Half the players on the team are more talented athletes.

The captain should be the best athlete.

2. Of course people are drawn to reality shows. Reality TV is completely brainless.

People like stupid television shows.

People are stupid.

3. I had to miss class. The cast of “The Fault in Our Stars” was appearing at the mall.

Celebrities are more important than school.

4. Emma would never date Sebastian. She is eight inches taller than he is.

It is best for a girl to be shorter than her date.

5. I've got to go to Planet Fitness and hit the elliptical machine. I just ate a brownie.

The purpose of exercise is to work off calories from “bad” food.



6. Denim is back in fashion. Mr. Bockholt wears a tucked-in denim shirt with the sleeves rolled and the collar popped.

Mr. Bockholt only wears the latest fashion.

Mr. Bockholt is a fashionister.

7. Mom, clearly you don't love me because you didn't buy me an Xbox One for my birthday.

Buying Xbox Ones for children is essential to loving them.

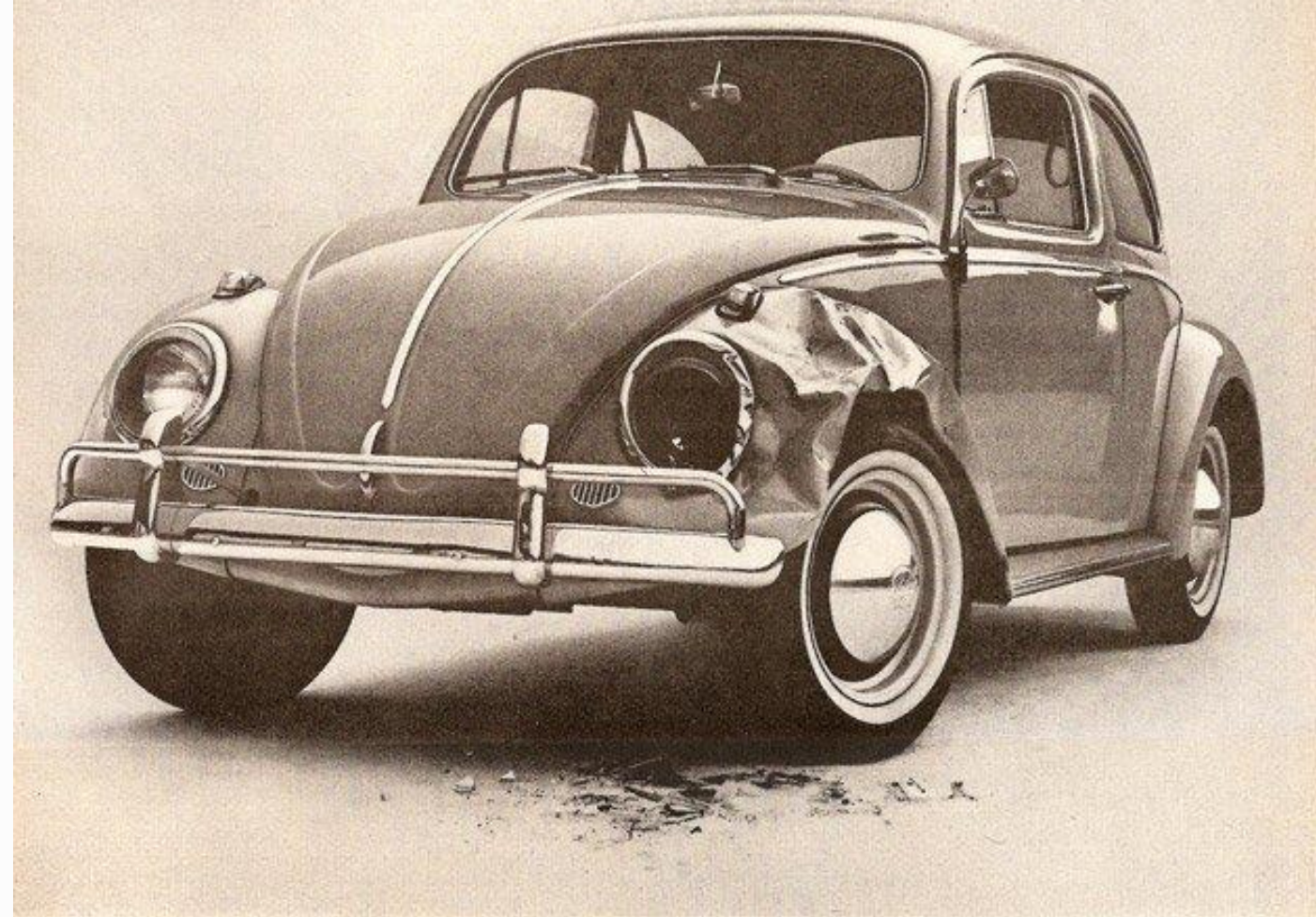


CLAIM? EVIDENCE? WARRANT?

- For each advertisement, identify the claim, evidence, and warrant. Write them down on your own sheet of paper.



CLAIM? EVIDENCE? WARRANT?



MANUFACTURER'S SUGGESTED RETAIL PRICE © VOLKSWAGEN OF AMERICA, INC.

Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.

If your wife hits something in a Volkswagen, it doesn't hurt you very much.

VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with just ten bolts. For \$24.95* plus labor.

And a VW dealer always has the kind of fender you need. Because that's the one kind he has.

Most other VW parts are interchangeable too. Inside and out. Which means your wife isn't limited to fender smashing.

She can job the hood. Graze the door. Or bump off the bumper.

It may make you furious, but it won't make you poor.

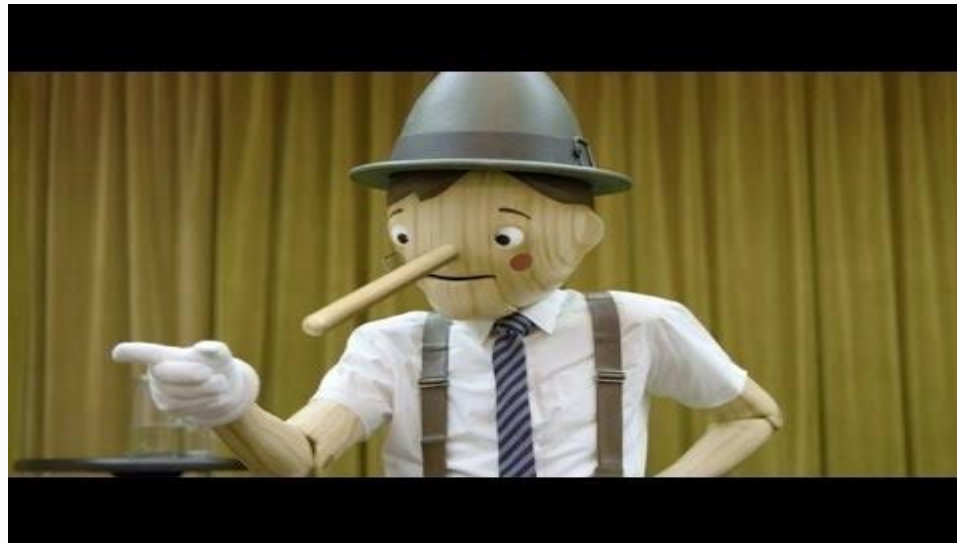
So when your wife goes window-shopping in a Volkswagen, don't worry.

You can conveniently replace anything she uses to stop the car.

Even the brakes.



CLAIM? EVIDENCE? WARRANT?



CLAIM? EVIDENCE? WARRANT?



CLAIM? EVIDENCE? WARRANT?



CLAIM? EVIDENCE? WARRANT?



CLAIM? EVIDENCE? WARRANT?



CLAIM? EVIDENCE? WARRANT?



WRITE AN ARGUMENT!

- Recently your neighborhood has been vandalized by a maniacal criminal, drilling holes in car tires, breaking car windows, and slashing the upholstery of car seats. Coincidentally, after a canopy-topped adventure in the rainforests of eastern Bolivia, your eccentric friend returns home with a captured black howler monkey. This friend offers you this monkey as a pet. You've always wanted a pet monkey, and you think you can use this particular monkey to protect your home, kind of like a watch dog. Would the howler monkey make a good "watch dog," warning you of unwanted intruders?
- Your argument must:
 - refer to this article on [black howler monkeys](#).
 - be one full paragraph (6-10 sentences).
 - include valid claim(s), evidence, and warrants.
 - use at least two pieces of textual evidence with accompanying warrants.



WRITE AN ARGUMENT!

- Your niece is turning 8 years old next week. She always talks about how much she loves animals and that her favorite color is “rainbow.” You want to buy her a birthday present that she’ll always remember; you’re considering a mantis shrimp. Should you buy your niece a mantis shrimp as a pet for her birthday?
- Your argument must:
 - refer to this article on the [mantis shrimp](#).
 - be one full paragraph (6-10 sentences).
 - include valid claim(s), evidence, and warrants.
 - use at least two pieces of textual evidence with accompanying warrants.



LINKS TO ADS

- <https://www.youtube.com/watch?v=4NES9LMRqAc> Sherlock Holmes
- https://www.youtube.com/watch?v=hwVVbHJ_BfU motivational speaker
- <https://www.youtube.com/watch?v=i4JIY4X4FTk> Allstate
- <https://www.youtube.com/watch?v=VtFkGT575sE> Allstate
- <https://www.youtube.com/watch?v=hhSisRkXuJY> Will Ferrell Old Spice
- <https://www.youtube.com/watch?v=aoFTbvXVEXE> Old Spice robot
- <http://nationalzoo.si.edu/animals/smallmammals/exhibits/howlermonkeys/loudestanimal/> howler monkey
- http://theoatmeal.com/comics/mantis_shrimp mantis shrimp

