Organization Plan for a Proposal Argument

Introduce and develop the problem.	• Engage readers' interest in your problem. • Provide background, including previous attempts to solve the problem. • Give the problem "presence" by showing who is affected and what is at stake. • Argue that the problem is solvable (optional).
Present your proposed solution to the problem.	• First, state your proposal concisely to serve as your thesis statement or claim. • Then, explain the specifics of your proposal.
Justify your proposed solution through a series of supporting reasons.	• Restate your claim and forecast your supporting reasons. • Present and develop reason 1. • Present and develop reason 2. • Present and develop additional reasons.
Respond to objections or to alternative proposals.	• Anticipate and summarize possible objections or alternative ways to solve the problem. • Respond appropriately through rebuttal or concession.
Conclude.	• Sum up your argument and help readers return to the "big picture" of what's at stake. • Call readers to action. • End with something memorable.

In terms of visual argument, effective presentation slides can usually be placed in three design categories:

- Slides using images (photographs, drawings) to enhance *pathos* or to create snapshot visual clarity of a concept (*logos*)
- Slides using graphs or other visual displays of numbers to make numeric arguments
- Slides using bulleted (all-text) subpoints for evidence

All the strategies for visual arguments discussed in Chapter 9 and in this chapter under "Proposal Arguments as Advocacy Posters or Advertisements" (pages 320–321) apply equally to presentation slides.