***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Podcast Organizational Tool* NAME*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

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| **The issue** (What is disputed?) |
| **The claim** (Is the claim stated or implied? Is it a claim of fact, value, or policy? Does the speaker give reasons for making the claim?) |
| **The support** (What facts, statistics, expert opinions, examples, and personal experience are presented? Are appeals made to needs, values, or both?) |
| **The speaker’s purpose** (What is the speaker’s purpose for speaking? Why does the speaker want to convince the audience to accept the claims? What does the speaker stand to gain if the claim is accepted?) |
| **The intended audience** (Where might the argument be presented/published? To whom do the reasons, evidence, and emotional appeals, examples, and comparisons seem targeted?) |
| **Definitions** (Are key terms in the speaker’s claim clearly defined, especially terms that have ambiguous meanings?) |
| **The speaker’s credibility** (Is the speaker qualified, fair to the opposition, and knowledgeable? Does the author establish a common ground with the listeners?) |
| **The strength of the argument** (Does the speaker supply several reasons to back up the claim? Is the evidence relevant, accurate, current, and typical? Are the cited authorities reliable experts? Are fallacies or unfair emotional appeals used?) |
| **Opposing viewpoints** (Does the speaker address opposing viewpoints clearly, fairly, and completely? Does the speaker acknowledge, accommodate, or refute opposing viewpoints with logic and relevant evidence? Does the speaker use emotional appeals appropriately? Has the speaker used any logical fallacies?)  |
| **The conclusion** (Does the speaker conclude the argument effectively?) |