**TECHNIQUES for ARGUMENTATION**

**Claim: The earning potential of a high school graduate is significantly higher than that of a high school drop out**

**DATA/RESEARCH TECHNIQUES**

1. **FACTS** – Students, who drop out of high school, will typically not earn as much money as those who receive a high school diploma.
2. **STATISTICS** – 20 percent of high school dropouts are likely to collect unemployment at some point in their lifetime.
3. **EXAMPLES** – Sam, who dropped out of high school, only makes $6 an hour compared to his brother John, who graduated from high school and now makes $10 an hour.
4. **CITE AN AUTHORITY** – Researchers at the University of South Florida researched the annual income of 500 people who dropped out of high school versus the annual income of 500 people who earned a high school diploma. Their studies discovered that the average income of a high school graduate was 30% higher than those who did not graduate from high school.

**COUNTER CLAIM**

1. **ANSWER THE OPPOSITION** – Even though there are some individuals who have become successful without obtaining their high school diploma, these individuals are the *exception*, and not the norm.

**RHETORICAL DEVICES**

1. **EMOTIONAL APPEAL (pathos)** – It is sad to think about the limited employment opportunities high school dropouts will face during their working career.
2. **LOGIGAL APPEAL (logos)** – It just makes good sense that given the opportunity, one would want to graduate from high school, receive their high school diploma, and have more employment opportunities.
3. **ETHICAL APPEAL** **(ethos)** – It is each individual’s responsibility to contribute to society and one way people can do this, is by getting a decent education and earning their high school diploma.

**CONCLUSION TECHNIQUES**

1. **PREDICT a CONSEQUENCE** – If one does not graduate from high school, their earning potential decreases significantly.
2. **CALL TO ACTION**- Don’t you agree with me that it is imperative that one graduate from high school and earn their diploma?

(Note: The examples used in this handout cannot be verified, but were simply created to provide examples. Of course, students should be encouraged to research facts and statistics that are indeed authentic and true when incorporating them into their research and their writing.)