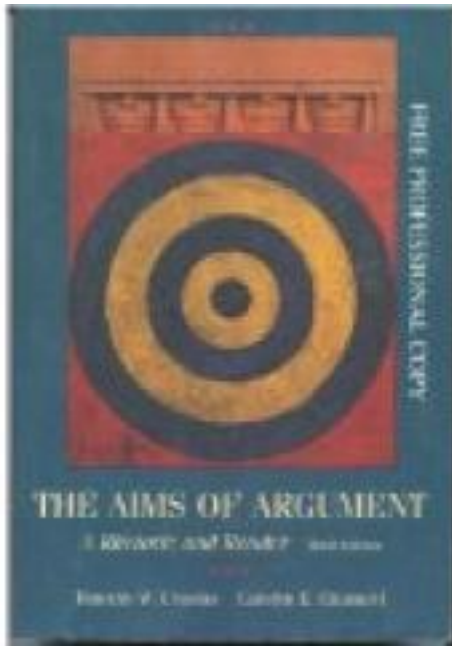


The Aims of Argument: A Rhetoric and Reader



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The Aims of Argument is a process-oriented introduction to argumentation with unique coverage of the aims, or purposes, of argument – to inquire, to convince, to persuade, and to mediate. In contrast to other approaches, the focus on aims provides rhetorical context that helps students write, as well as read, arguments.

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