

What is CERCA?

# Arguments



An **argument** is a piece of writing, a speech, or a communication in another medium that helps others appreciate your ideas, agree with your point of view, or take a particular action.

# What does an argument contain?



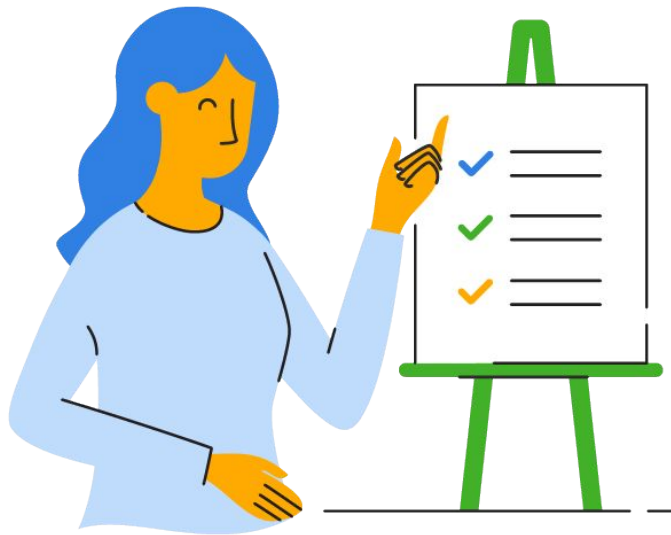
An argument contains a claim supported by reasons, evidence, reasoning, and a counterargument. The language of the argument is chosen to appeal to the audience.

# Claims



A **claim** is the statement of your position on an issue. Your claim is what you want others to understand or accept.

# Reasons



A **reason** is a general statement that explains why your claim is true. Reasons give structure to an argument.

# Evidence



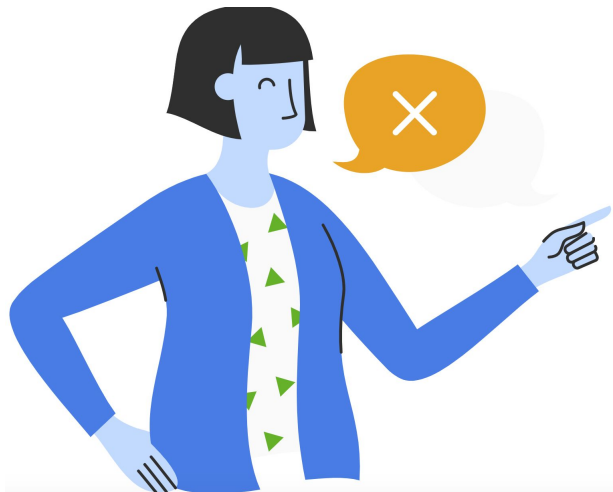
**Evidence** is information that supports your claim and reasons. Good evidence makes your readers more likely to understand and accept your ideas.

# Reasoning



**Reasoning** is a logical explanation of how a specific piece of evidence supports a claim. Sound reasoning helps your audience interpret your evidence correctly.

# Counterarguments



**Counterarguments** disprove opposing ideas or claims that other people have made about the topic.

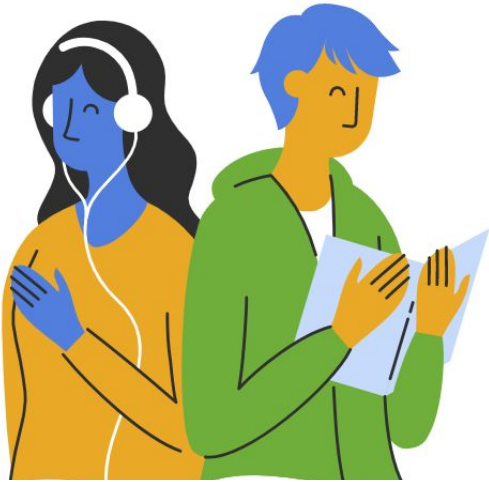


# Counterarguments



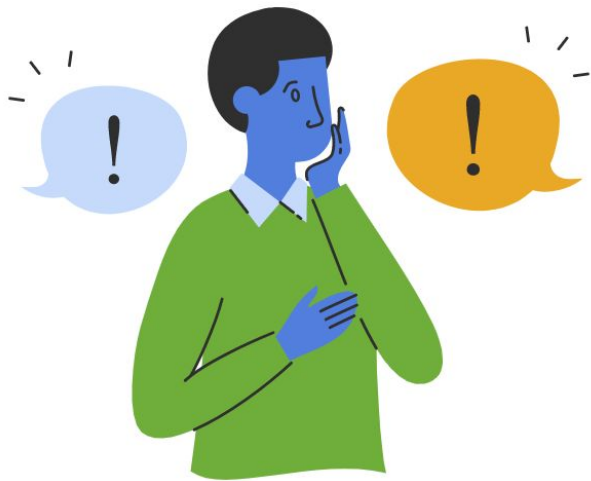
Counterarguments give life to arguments, and when you use them effectively, they make your argument stronger.

# Audience



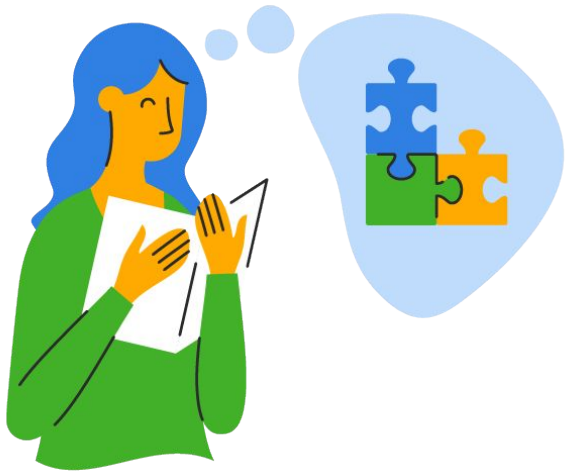
**Audience** is the group of people who read or listen to an argument. To convince your audience to accept your claim, choose words that appeal to them.

# Why consider audience?



Some words turn an audience off. Audience members stop listening if they are bored or offended. If your audience finds your evidence, reasoning, and word choice appealing, your argument will be effective.

# Why it Matters



Using CERCA can help you organize and communicate your ideas effectively. Being able to state and support your position clearly is an important skill you can use in different situations. If you're buying your first car, responding on a homework assignment, or deciding who to vote for, the CERCA framework can empower you to share and learn information.