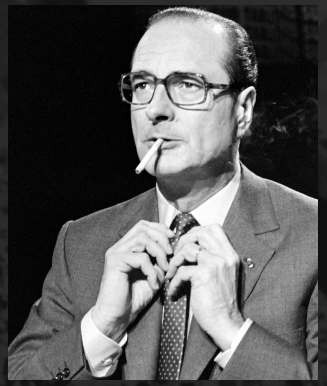
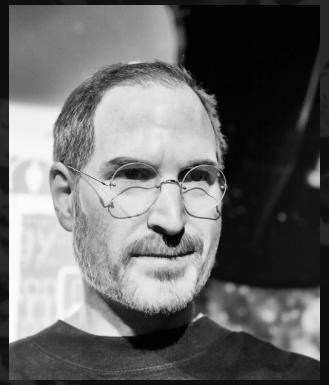
Becoming a charismatic leader





PROF: Alexandre Destro

Psychologist

LEADERCOM

Stephen Toulmin (1912-1984)

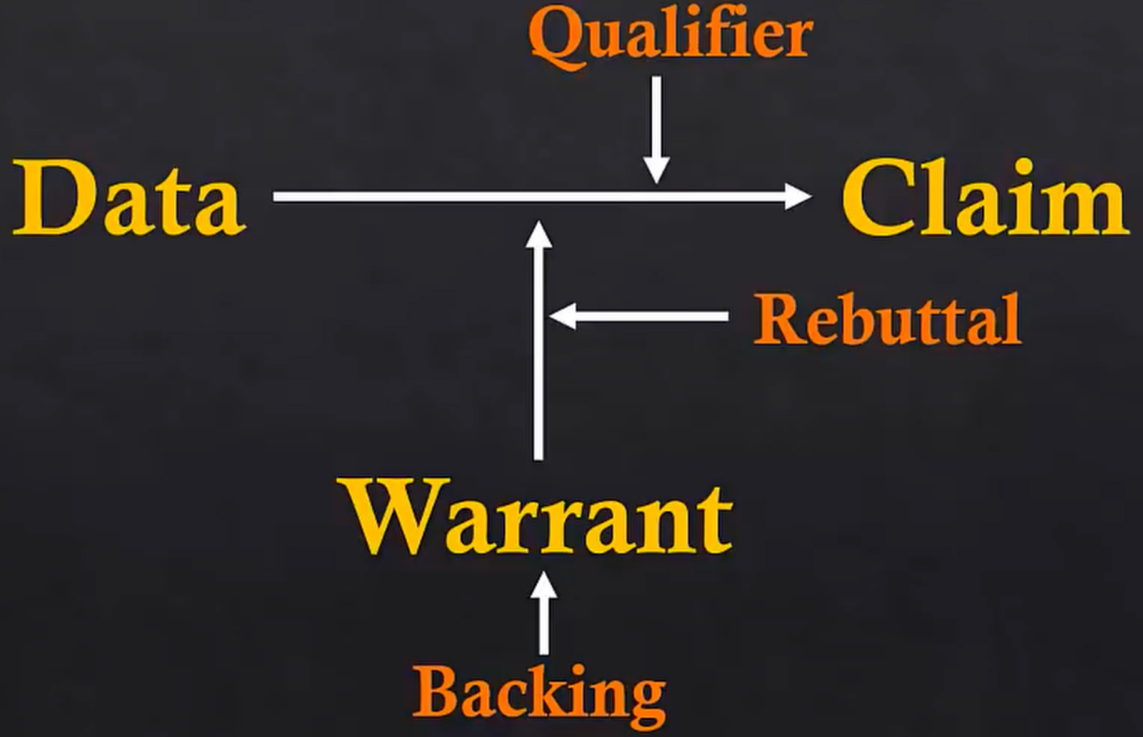
- born in London; active in WWII - tech research and intelligence
- **<u>key interests:</u>** the philosophy of science,the philosophy of law
  - *The Uses of Argument* (1958)
  - develops a ***theory of practical reasoning improving on formal logic***
- *not a rhetorician…* but a profound influence on US rhetoric, communication scholars

Communication

Syllogism:

Premise 1: All humans are mortal. (Major premise)
Premise 2: John is a human. (Minor premise)
Conclusion: Therefore, John is mortal

Toulmin's Model of Argument



Toulmin's Model of Argument

Claim

- **Step 1 - Claim:**

The claim is the main point or assertion that you are trying to persuade your audience to accept

Toulmin's Model of Argument

"*why* is the conclusion true?"

"the conclusion I want you to draw"

- **Step 2 - DATA (Ground):**

The DATA are the evidence or reasons you provide to support your claim.

Toulmin's Model of Argument

"*why* is the conclusion true?"

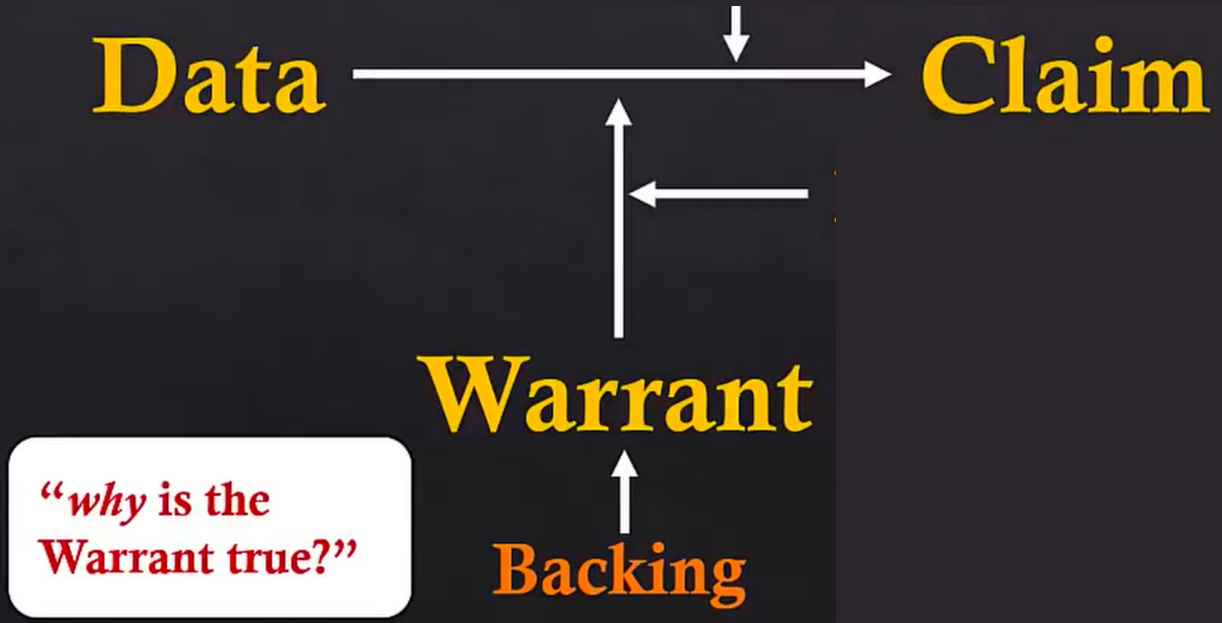
"the conclusion I want you to draw"

"why is the Data *relevant* to prove the Claim?"
"what's the *link*?"

- **Step 3 - Warrant:**

The warrant is the logical connection between the claim and the grounds. It explains why the evidence supports the claim.

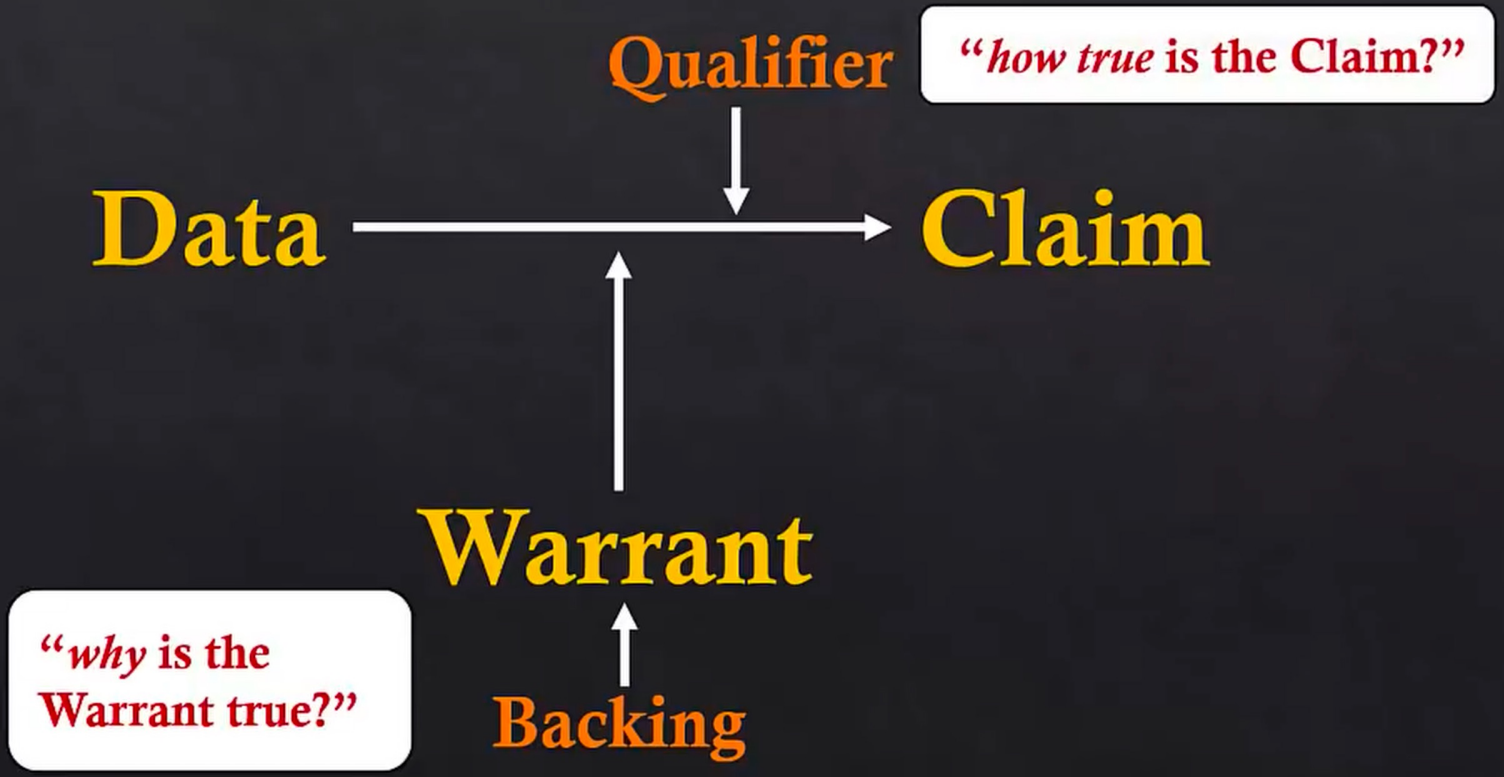
Toulmin's Model of Argument



- **Step 4 - Backing:**

The backing is additional support or evidence for the warrant. It reinforces the logical connection between the data and the claim.

Toulmin's Model of Argument



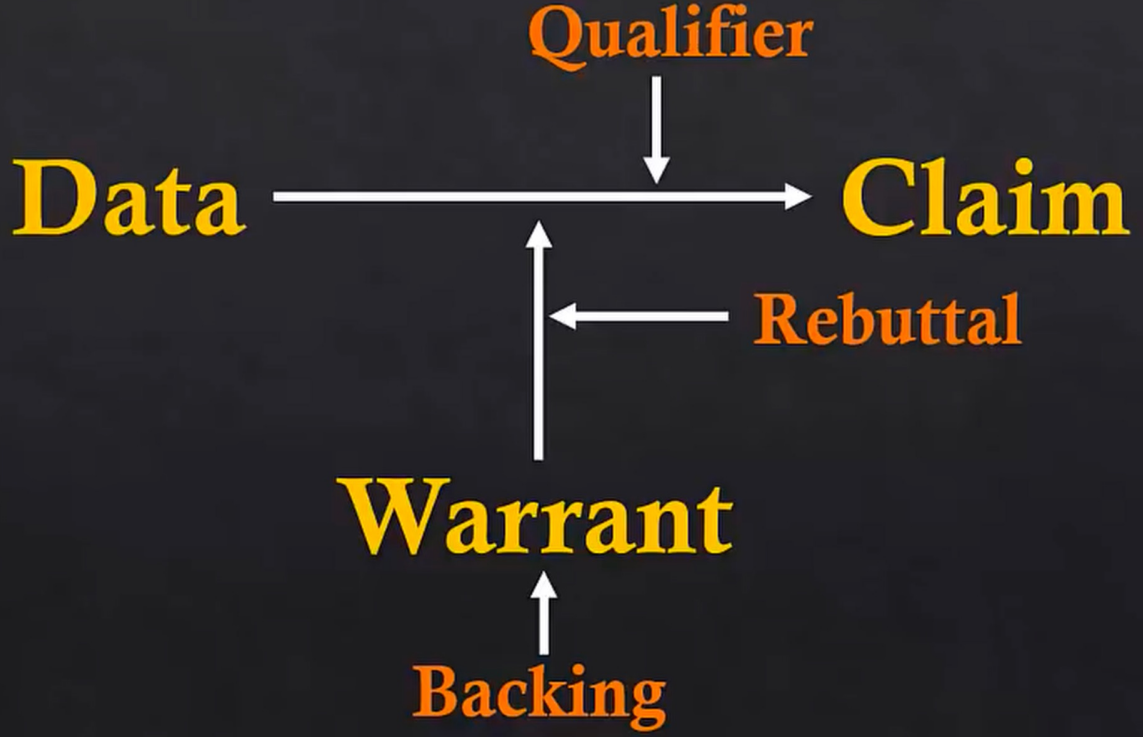
- **Step 5 - Qualifiers:**

Qualifiers are the statements that indicate the degree of strength or certainty of the argument.

- **Step 6 - Rebuttal**

A rebuttal is the component of the argument that introduces counter-arguments or objections that the audience may potentially consider

Toulmin's Model of Argument



Exercise

Identify all the components of the Obama Allocution by group, based on the Toulmin model.

My fellow citizens,

We find ourselves at a crossroads that will shape the well-being of many citizens for years to come. The issue at hand is the much-needed reform of our healthcare system.

You might wonder if we can afford such a reform. But the real question is: can we afford not to do it? The consequences of inaction are far more serious, affecting not only our health but also our economic stability.

If you are skeptical, take a look at other nations. Many have succeeded in implementing healthcare systems that are not only universal but also more effective than ours. In a country that values life and equality as we do, it is unacceptable that the lack of access to healthcare is a matter of life and death for thousands of people each year.

Consider this: nearly 46 million Americans are without health insurance. Behind this staggering number are real people, families facing tough choices, such as whether to seek medical help or keep a roof over their heads.

That is why I ask you to support the health care reform, often called Obamacare. Although it is not a cure-all, it is an essential step in the right direction. The health and future of our nation are at stake.

Why does this matter? The primary mission of any healthcare system should be to ensure that every citizen has access to quality medical care. Unfortunately, we are not meeting this goal. Despite higher healthcare spending than any other developed country, our outcomes are lagging. This is an unpleasant fact we cannot ignore.

Thank you, God bless America.

figures of Speach

Rhetorical question

Metaphor

Repetition

Contrast

Story-telling

Rule of three

Rhetorical questions

A rhetorical question is a question that is not expected to be answered, used for rhetorical purposes to highlight an obvious point or to reinforce a viewpoint

Example of a rhetorical question.

« Do you want to know what I think of Emmanuel Macron's retirement policy? Well, I'm going to tell you. »

Nicolas Sarkozy

Metaphor

ESBURG

Rules of 3

CONTRAST

Contrast

Contrast

It enables to identify difference between two subjects,places, people or even ideas.

REPETITION

Repetition

Repeating a word, part of phrase or even sound

leParisien.fr
Aujourd'hui.fr

Example: Repetition

Nato: Ukraine asks for:

'weapons, weapons, weapons'

Ready, set, go: You have 10 minutes to choose a challenging message that you need to deliver to your team. Use ChatGPT to prepare a draft of your message based on the Toulmin model and present it without notes in front of the audience."