



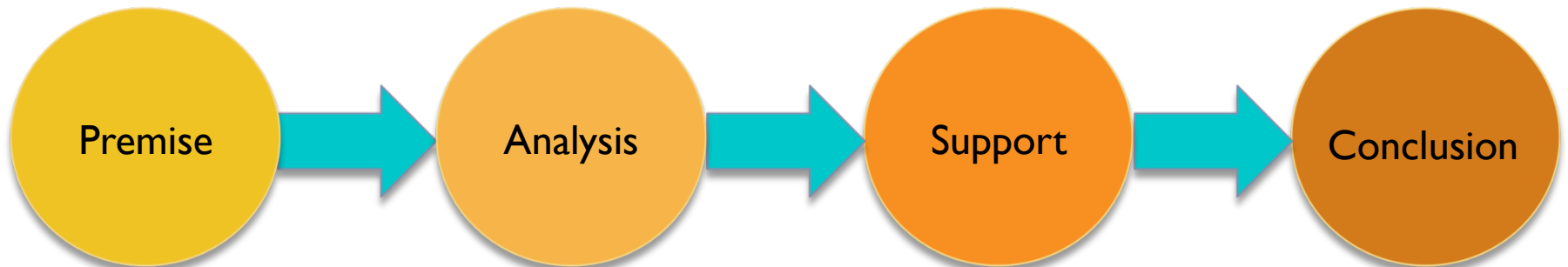
# Developing Your Analysis

Bowker COMM 390

# Develop A Sound Argument

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1. Ensure your position or premise is very clear.
2. State your assumptions.
3. Back it up with a logical argument & ANALYSIS.
4. Support it with sufficient proof.  
➡ The result should be a position that is compelling and believable.



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# The Premise

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# Be Clear About the Purpose

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- ▶ **Before you start:**
  - ▶ Be very clear about the problem or issue you are addressing
  - ▶ Why are you writing this report?
  - ▶ Who is it for?
- ▶ **Once you understand your purpose, and have done some research, you can establish your premise.**



## Develop a Premise

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What is your **premise**?  
*(What is a premise?)*



# Premise

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## **premise**

noun |.Also, prem·iss. Logic. a proposition supporting or helping to support a conclusion.

[prem-is] Show IPA

(dictionary.com)

- ▶ The main point you make.
- ▶ The basis of your argument.
- ▶ The position you take.
- ▶ The place you take your reader.
- ▶ Is the driver that provides momentum.



Kriebel



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# Providing Analysis

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# For Every Point You Make:

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- ▶ Make a strong assertion
- ▶ Prove it with evidence
- ▶ Explain your point & provide analysis
- ▶ Draw a clear conclusion





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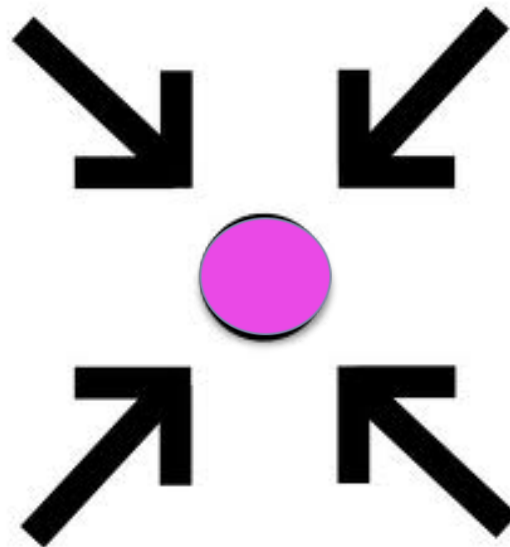
Assertion



# Assertion

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- ▶ In report writing the premise is the main point of your entire argument. It is the driver that provides momentum from beginning through to the end.
- ▶ **Assertions** are the points you make throughout that taken together, support your premise.



# HIT IT HARD

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- ▶ Make assertions clear and solid
- ▶ Then prove them with evidence
- ▶ Be bold and confident
  - ▶ But don't shy away from the complexities and counter-argument
- ▶ If you hesitate or are uncertain, you will lack credibility





Evidence



# Use Tools to Prove Your Points

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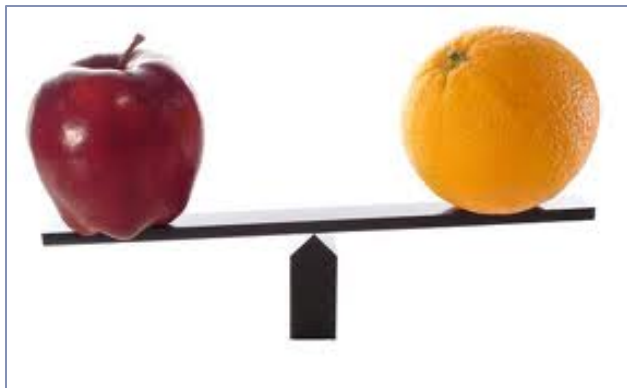
- ▶ Every assertion or point you make needs to be supported with proof or evidence.
- ▶ Provide context and illustrate your point so that it is
  - A) Easier to understand, and
  - B) More credible.



# Tools That Provide Evidence

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- ▶ Data
- ▶ Statistics
- ▶ Definitions
- ▶ Illustrations
- ▶ Examples
- ▶ Comparisons
- ▶ Analogy
- ▶ Description
- ▶ Interviews
- ▶ Testimony
- ▶ Stories
- ▶ Focus Groups
- ▶ Quotes
- ▶ References & Citations
- ▶ Case Studies (strong)
- ▶ Anecdotes (weak)
- ▶ Specifics
- ▶ Tables, charts & figures
- ▶ Surveys
- ▶ Scenario Planning
- ▶ Modeling
- ▶ Best practices
- ▶ Industry standards

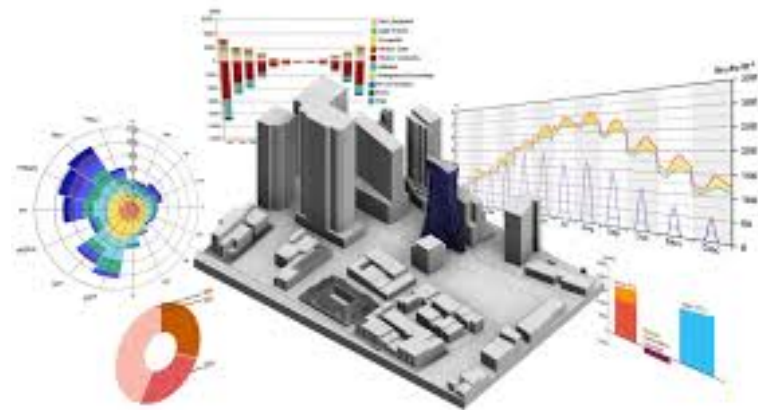




# Provide Analysis

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- ▶ After your premise and your main ideas provide analysis
- ▶ Break the issue in to pieces and **EXPLAIN** it
  - ▶ How does it work? Why does it work? What's wrong?
- ▶ Provide a careful consideration of the facts
  - ▶ Describe what they **SHOW** and what **CONCLUSIONS** you can draw from them
- ▶ Determine what matters
  - ▶ And say so **EXPLICITLY**
- ▶ Answer what happens **IF/WHEN?**





# It's Like 'Colour Commentary'

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- ▶ Used in North American sports for an announcer who adds context, meaning and interest to the Play by Play
- ▶ Provides expert analysis by explaining things such as:
  - ▶ Which team is playing better and why
  - ▶ What has been happening off the field of play
  - ▶ Commentary about individuals



# It's Also Like Interpreting Art

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- ▶ When we consider a work of art, experts provide analysis that:
  - ▶ Describes the meaning of individual elements in the work
  - ▶ Information about the artist
  - ▶ Allusions to other works of art or events
  - ▶ Study of light, contrast, placement and other elements of composition



# Example



1

This article may appeal to a wide range of women who are shopping for Christmas presents. It is the December issue and is advertising gifts that can be bought for everyone's budget.

These articles appeal to women who don't have a large budget and can "invest" in products that don't cost a lot of money but can still make them look and feel as if they have spent a lot of money.

These captions shows every woman's fantasy. For example having a glamorous bedroom and a holiday romance. These appeal to a woman's imagination and what she wishes she could have.

2

The actress on the cover displays confidence is a long red sexy dress. This may make other women feel like they can feel this way by buying the magazine. By using a highly known actress on the magazine it may more readers in.

The colours used are eye catching yet laid back. The red dress relates to Christmas as it's the December. Primary colours such as blue and red are used.

1

This magazine appeals to women in their late twenty's and older. It advertises articles about getting younger looking skin which would appeal to women in their forty's.

2

The magazine is called Vogue. The name stands out and is well known due to celebrities such as Madonna who sang about it. The title is big and bold and the actress on the cover blocks part of it. This again displays that the magazine has been well establish and that the layout is well known so people will be able to tell the name of the title even with part of it missing.



The  
CONCLUSION



# The Conclusion

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- ▶ Concluding points should be clear and expressly stated
- ▶ Don't leave it to your audience to draw a conclusion from what you have inferred
- ▶ The conclusion you draw is not necessarily the last sentence

Finning's market for large purchases of new equipment significantly declined after the 2008 market crash.



Projects requiring large equipment continued even as sales of new equipment declined.



Finning responded by putting an emphasis on the remanufacturing and selling of used machinery.

**Evidence:** The former CEO, Waites explained, “When we had that meltdown, people stopped purchasing, but the mines kept running, and we were rebuilding the machines. We were confident in the business model – we knew we could survive on that.” (Beedie Newsroom, 2013)



End

