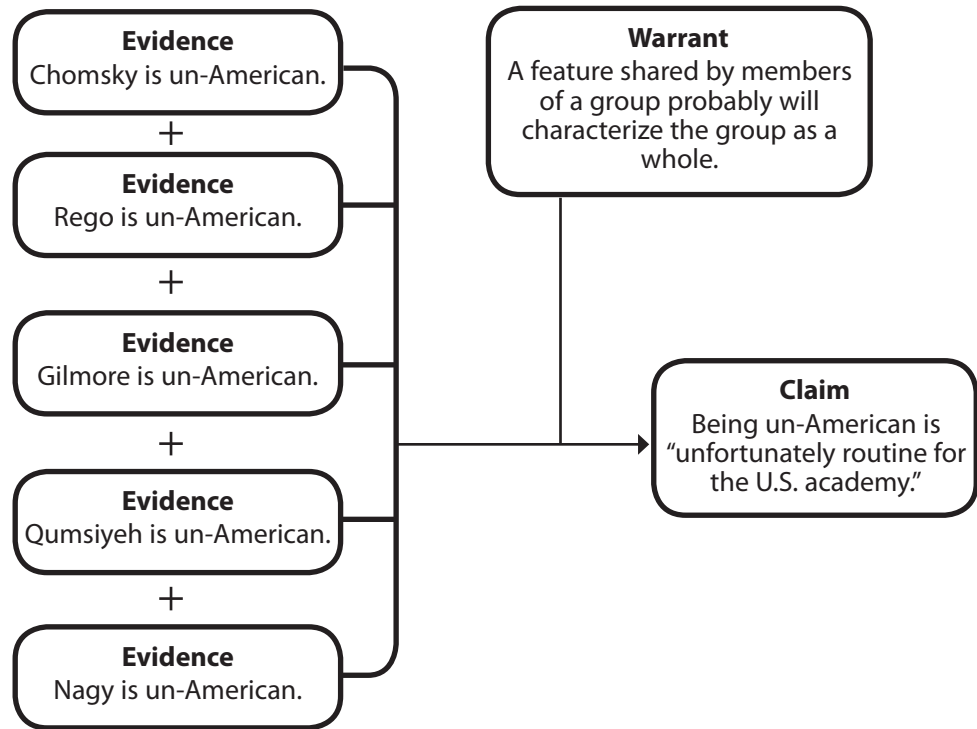




By making a statement about a series of individuals, Pipes is able to make a claim about an entire group. Whether the audience believes the claim depends, in part, on whether it accepts the warrant.

The above example illustrates the most common type of claim supported by argument by example—a descriptive claim. In Chapter 2, we defined a descriptive claim as one that “asserts something about the features of objects, people, institutions, or events.” The above example contends that a hatred of America is a characteristic of American college professors. This description, like most descriptions, has evaluative dimensions. Still, its primary function is descriptive.⁶

Argument by example works because of associations held between various pieces of evidence. Because of these associations, arguers frequently create descriptive arguments. But other kinds of warrants use association to create descriptive and other kinds of arguments.

ARGUMENT BY ANALOGY

Like argument by example, analogies are created by associating two or more pieces of evidence with one another to support a claim. In an argument by example, the claim is ordinarily a generalization—a statement made about a class based on the members of that class. The argument by analogy is different. Analogies are based on a particular kind of association—an association of similarity. In an analogy, the arguer makes a claim about one member of a class based on the features of some other member. For instance, we might use an analogy to support the claim