

er coverage of the poor and the unemployed, and the physician-salary feature is related to a reduction in unnecessary surgery. Having described these features of socialized medicine and having related them to effects, you would then be ready for the final step in constructing a case for the proposition.

Evaluate the effect. Evaluating the effect is the last step needed to establish the case for a simple proposition of value; in most cases this step is the easiest. You link the effect to some value that the audience accepts. Such a link can be established on the basis of the predicted consequences.

You might be able to evaluate the effect of greater coverage for the poor and the unemployed by pointing to the consequences of such change. For example, you might argue that the poor have greater health problems simply because they do not have as much access to health care as persons in the middle and upper classes. Thus, with more access to coverage, the health status of the poor in general would improve.

You might want to evaluate the effect of unnecessary surgery in a similar manner, arguing that surgery carries certain dangers and that unnecessary surgery carries with it dangers a patient would not otherwise face. Of course, in constructing both of these arguments, you need to be able to provide evidence for each part of the argument.

Having evaluated the effects of socialized medicine in a positive fashion, you have completed the logical requirements for constructing a case for a simple proposition of value. However, you can make your case stronger by adding “presence” to the value.⁴ Presence is a concept that Chaïm Perelman and Lucie Olbrechts-Tyteca introduced into argumentation theory. Most of us adhere to a variety of different values in different situations—the values that are at the fore at any one time are those that are “present.” Dependent on variables in the situation, one value or another is at the front of our mind while other, perhaps equally important, values are pushed to the background. Although an audience supports the value the debater has linked to the effect of some object, the debater still needs to make sure the audience considers the value especially important. She needs to assure the value has presence for the audience.

One of the best ways to establish presence is to use the technique of illustration. Illustration is similar to argument by example because both use specific instances as evidence. Recall from Chapter 5 that in argument by example, several specific instances are presented to convince an audience to believe a generalization. Illustration usually uses only one or two specific instances—not to convince the audience to accept the generalization but to strengthen the belief the audience already holds. In argument by example, you need to make sure your examples are representative of the class. When establishing presence through illustration, you must exert more effort to ensure that the example is particularly powerful.

In the case of socialized medicine, you might try to establish presence for both broader coverage and unnecessary surgery. To secure presence for the issue of broader coverage, you might use an example of a family who, because of economic circumstances, was unable to obtain needed medical care. Demonstrating that one or more family members suffered negative health effects would add presence to that argument. To secure presence for the issue of unnecessary surgery,