

you might use an example of a person who died or otherwise suffered ill effects from unnecessary surgery. An outline of a potential case is presented below:

OUTLINE OF A CASE FOR A SIMPLE VALUE PROPOSITION

I. Introduction

A. Statement of the proposition

B. Definition of terms

II. Arguments

A. Socialized medicine is good medicine because it provides greater medical coverage to the poor and unemployed.

1. (Description) Under socialized medicine, the government rather than the individual pays medical bills.

2. (Relationship) Government payment extends coverage to groups like the poor and the unemployed who ordinarily might not be covered under private medical care systems.

3. (Evaluation) Broader coverage improves the health of those who would not otherwise receive medical care.

B. Socialized medicine is good medicine because it leads to a reduction in unnecessary surgery.

1. (Description) Under socialized medicine, doctors receive a salary rather than a fee for each service.

2. (Relationship) Socialized medicine systems have lower rates of unnecessary surgery than fee-for-service systems.

3. (Evaluation) Reduction of unnecessary surgeries reduces surgery-related health risks.

III. Conclusion

In summary, you can construct a simple value proposition by combining arguments of description, relationship, and evaluation. A comparative value proposition is somewhat more complex, but the principles of argument construction remain the same.

CONSTRUCTING AN ARGUMENT FOR A COMPARATIVE VALUE PROPOSITION

Whereas a simple value proposition assesses a single object of evaluation, a comparative value proposition compares two or more objects with respect to some value. Rather than saying that X is good or bad, a comparative value proposition says that X is better or worse than Y. Thus, a comparative value proposition asks the arguer to arrange two or more objects into some sort of a hierarchy in which one object is more or less valuable than the other.