

Contents

<i>Praise for the First Edition</i>	xi
<i>Preface to the Second Edition</i>	xii
<i>Preface to the First Edition</i>	xvii
<i>Introduction</i>	xix

PART I

A Conception of Argument	1
1 Why Do We Argue?	3
2 Why Argument Matters	16
3 Public Argument in a Democratic Society	35
4 Deep Disagreements	53

PART II

Case Studies in Public Argument	65
5 The Simple Truth Thesis	67
6 Pushovers	77
7 Tone of Voice	93
8 The Surprising Truth about Hypocrisy	109
9 Arguments by Analogy	124
10 Argumentation Between the Ads	133
11 Language, Spin, and Framing	141
12 Argument Online	155

PART III

Repairing Public Argument 175

13 The Owl of Minerva Problem 177

14 Argumentative Responsibility and Argument Repair 188

15 Civility in Argument 208

Index 213