Hello everyone! Today we will be talking about claim, backing, warrant, and impact. These are going to be the four keystones for building an argument. So today, we will be defining claim, backing, warrant, and impact, talking about how you can use those to build your argument, then we will be applying those to quote analyses and paper organization. So let's start with defining our terms, starting with claim. What is claim? Claim is going to be your thesis statement. In other words, what's your point? What are you trying to argue? Now, when I think of claim, I like to think of it as the roof of a house. It encompasses everything you are trying to do within your argument. Next up, backing is going to be the evidence that you provide to support your claim. In other words, how do you know that your claim is true? Now, what holds up a roof better than walls? Next step will be warrant. Warrant is the base understanding that everyone has to agree on before we can build off of it with backing to support your claim. In other words, what can we agree on? Now, the underlined part of a house is of course going to be the floor, so once you have that underlying assumption, you can use your backing to build off of it to create a roof, or a claim, that will house everything inside. Now a lot of people forget this important part of the argument, which is your impact. The impact is going to be what matters about your argument. In other words, why should I care that you're making this argument in the first place? And what is a house used for other than to house the people inside. You can use this house model to build your argument. Now, let's see this in action with an argument example. We're going to be using our claim, backing, warrant, and impact structure to construct an argument. So, just to begin with, let's come up with a claim that everyone can agree on. Pizza. What's the best topping on pizza? That's right, pineapple. We can all agree that pineapple is the best topping on pizza, but for now, we're going to prove it with some evidence. Let's move on to backing. Our backing is going to be any evidence that you provide to prove your claim. Here, I provided a pie chart, but you can use any sort of multimodal element or any sort of source. That includes quotes, graphs, infographics, pictures, videos, anything you provide that builds up to your claim. Now what would backing be without an underlying assumption to prove your backing right? The underlying assumption here is, well, let's just assume that I understand science and say that I understand that pineapple is acidic and that it balances out the basic nature of the cheese and bread. That sounds science-y, and generally people can agree on science. If we can agree that the acidity of pineapple balances out the base nature of cheese and bread, then we can assume that our backing is valid and thus that our claim is also true. Finally, we need to understand why our argument even matters, and it's because we need to make people happy by feeding them pineapple on pizza. Okay, now that we've seen an example of an argument, let's see how we can apply this claim, backing, warrant, impact structure towards quote analysis. Let's go ahead and use our previous example. The claim of our previous example is that pineapple tastes really good on pizza. We do need to back this up, so let's go ahead and use a quote. How can we assume that this quote is valid? It's because I'm always right, and I said the quote, therefore, pineapple taste good on pizza. Finally, why does this matter? It's because we should all eat pineapple on pizza. Here I provided a complete quote introduction, quote with proper APA citations, and quote analysis so you can see how to build a full quote analysis. Now let's talk about building your paper overall. We can actually apply this structure to your entire paper, because what is a paper if not a large argument? We're going to be using our house model to build things out. Starting out, where do we find our claim? We generally find it in our thesis statements, which appear at the end of the introduction and the beginning of the conclusion. Our thesis statements work really well for telling the audience what we will be arguing. You'll be backing this up with one of the different styles that we talked about in Project 1, being cause and effect,

comparison and contrast, or classification and division. You'll be incorporating evidence throughout your paper, and these will be the different styles you will use to build that evidence. We will be building all of this off of a general assumption of our definitions. Personally, I always like to include a definitions paragraph so that I make sure the audience is on the same footing that I am at the beginning of the paper. In our previous example, I might want to define what pizza is, what pineapple is, what acidity and base are, and, most importantly, I want to define what the vaguer therms are, such as what does "taste really good" mean? Once we've figured that out, we can use our evidence to show a clear cause and effect that lead to our claim, or we can compare and contrast with evidence that leads to our claim, or we can break down our claim with evidence into smaller claims that we can prove along the way with classification and division. Finally, we need to prove why our claim matters, and that will be with your own personal touches. I generally see these before the thesis in the introduction and after the thesis in the conclusion where you're generally stating what led you to your argument in the first place. But personal touches also appear throughout your paper. Sometimes people will include an entire paragraph just stating what their relation is to the argument they are trying to make. This generally adds pathos and ethos to your argument, because it shows why you have an emotional connection to it, and it gives you credibility because you have an emotional connection to the argument. Once you've combined all of these, you can build any arguments that you are trying to make. Okay, thank you everyone for watching. If you have any questions about claim, backing, warrant, and impact, you can comment beneath this video or shoot me an email at lselby@asu.edu. I'm also looking for suggestions on how to improve my own understanding on argument. If you have any suggestions for me, please comment or shoot me an email, because I want to learn just as much as you do. Okay, thank you for watching!