

Rogerian Argument: Building Bridges with a Delayed Thesis Statement

Use Rogerian argument when you have a highly emotional/charged topic and a very opinionated, defenitive audience.

Most of your argument uses neutral language. Do not argue your point/thesis until the end.

- A brief and objectively phrased statement that defines the issue.
- A complete and neutrally worded analysis of the other side's position.
- A complete and neutrally worded analysis of the position you hold.

You should carefully avoid any suggestion that you are more moral or sensitive than your audience.

- An analysis of what your positions have in common and what goals and values you share.
- A proposal for resolving the issue in a way that recognizes the interests of both parties.

http://www1.esc.edu/personalfac/hshapiro/professional_communications/advice_outline.htm

Basically you state an overview of the chasm between you, start building the bridge from their side (neutral language), then build a little from your side (neutral language), build basic support for the center of the bridge (analysis of positions you have in common), then build the center of the bridge (proposal for resolution).

