Parts of a Powerful Argument

**CLAIM** = Statement the writer is trying to prove is true

**ARGUMENT** = Statement supporting the claim; a reason

**EVIDENCE** = Proof from a credible source; facts

**EXPLANATION** = Explains what the evidence proves

**SO WHAT?** = What the evidence and explanation show about claim

**COUNTER-CLAIM** = Statement opposing claim; the other side

**REBUTTAL** = Reason why counter-claim is not as strong as the claim

**CONCLUSION** = Restate claim, summarize arguments, c.c., rebuttal, make recommendation

**OBJECTIVE TONE** = No personal pronouns

**FORMAL TONE** = Serious