

Refutation & Concession

Communications & Media

Answering the other side without pretending it has nothing.

How to handle an opposing point.

1

State it fairly

In a form its holders would accept. Anything less is a straw man.

2

Concede what is true

Grant the part that stands. It costs nothing and buys credibility.

3

Locate the disagreement

Fact, definition, quality or policy. Name which one.

4

Refute precisely

Attack the weak premise or warrant, not the whole position at once.

5

Show the balance

Explain why what remains still favours your conclusion.

**Raising the strongest objection yourself is stronger than ignoring it.
Readers who think of it first will assume you had no answer.**