

The Toulmin Model

Communications & Media

The parts of a real argument, including the assumption nobody states.

Claim, grounds and warrant are the core; backing, qualifier and rebuttal make an argument honest.

Grounds + warrant → claim (qualified)

Claim

The conclusion

What you assert

Grounds

Facts, data

The evidence for it

Warrant

Usually unstated

Why that supports it

THE COMMON MISTAKE

✗ **Attacking the evidence when the warrant is the weak part**

✓ **Naming the unstated assumption and testing it**

Most disagreements are about the warrant, not the facts. Both sides accept the data and part company over what it licenses.

Backing supports the warrant, the qualifier states how strongly the claim holds, and the rebuttal names when it would not.