GOOD PROPOSITIONS ARE:

ONE OF THREE TYPES

1) FACT ARGUES WHAT DOES OR DOES NOT EXIST, WHAT HAS OR HAS NOT HAPPENED, AND WHAT MAY OR MAY NOT OCCUR.
   a. ITS KEY WORD IS "IS"
   b. ITS STOCK ISSUES ARE: SOMETHING SIGNIFICANT IS HAPPENING, AND THERE ARE CAUSES AND RESULTS.

2) VALUE ARGUES PRIORITIES, WHAT IS MOST VALUABLE, WHAT IS MOST MORAL, AND WHAT IS MOST ETHICAL.
   a. ITS KEY PHRASE IS "MORE IMPORTANT THAN..."
   b. ITS STOCK ISSUES ARE: ONE VALUE IS MORE IMPORTANT THAN ANOTHER, AND THERE IS AN OBJECTIVE STANDARD TO DETERMINE THIS.

3) POLICY ARGUES WHAT SOCIAL ACTION WE SHOULD TAKE.
   a. ITS KEY PHRASE IS "WE SHOULD"
   b. ITS STOCK ISSUES ARE: PROBLEM, CAUSE, SOLUTION

IT'S A COMPLETE SENTENCE
IT'S A CONCISE SENTENCE
WRITING FOR EARS, NOT EYES
WRITTEN IN AN ACTIVE VOICE
STATE IDEAS POSITIVELY, NOT WHAT YOU DON'T WANT
FOCUSES A CONTROVERSY
WE ONLY ARGUE ABOUT CONFUSIONS AND CONFLICTS
THAT CONTROVERSY HAS SOME "RHETORICAL DEMAND"
DETERMINES DIRECTION OF CHANGE
DETERMINES SIDES AND ROLES
(ADVOCATES ARE PROSECUTORS, OPPOSITION IS DEFENSE)

PRESCRIPTION—OPPONENT VS. BURDEN OF PROOF—ADVOCATE
LIMITS THE ARGUMENTATIVE GROUND
FORT ANALOGY
QUALIFIERS: SOME, OFTEN, MOST, ALWAYS, ETC.
WRITTEN IN NEUTRAL TERMS
(NO ADJECTIVES THAT WEIGHT THE SIDES UNFAIRLY)