

Advanced Counterargument Framework

Module 3.4 - Four Types + Strategies

The Four Types of Counterarguments

Type	Sounds Like	Why Raised	Best Response
Factual	"The data says..."	Different information	Concede what's valid, offer better data, no gotcha
Values-based	"Animals don't matter more than people"	Different value hierarchy	Reframe: "Not more than - not a competition"
Experiential	"I grew up on a farm, that's not what I saw"	Personal experience contradicts	Honor experience, distinguish from system
Systemic	"Too broken to fix"	Overwhelm and futility	Acknowledge scale, redirect to incremental agency

Concession and Rebuttal

1. **Concede** the valid part - genuinely, not as a tactic
2. **Pivot** with "and" (never "but" - "but" erases everything before it)
3. **Redirect** to the stronger ground

Example:

Objection: "Organic food is too expensive for most families."

Concession: "You're right - the price gap is real, and it's unfair."

Pivot: "And that's exactly the problem - the system subsidizes factory farms while making ethical food a luxury."

Redirect: "The fight isn't to make families pay more. It's to make the system stop rigging the game."

Preemptive Rebuttal

Address the objection *within your story* before the listener raises it. Structure: "You might be thinking... and I get that. Here's what I've learned..."

Counter-Arguments as Building Blocks

The most advanced move: use the objection to **strengthen** your argument. The objection becomes evidence for your position.