

# Lesson 2.1: Advantage Structure

If you remember from last lesson, the first speech in a debate round is the constructive speech, also known as the “case”. This speech is done by the first speaker and is 4 minutes long.

The constructive is crucial in the scheme of the debate round because it sets the stage for what is being argued in the debate round. You’re going to be reading your arguments for or against the topic in this speech — these arguments are called “contentions”. On average, most cases have 1-3 contentions. While you can make more arguments, it is strategic to have 1-3 so you have time to fully develop each point.

## **Length:**

A case can vary in length but ideally you want to keep it at 600-800 words. Because you only have 4 minutes, you want to keep your arguments **succinct**, while developing them enough.

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The advantage structure is a more complex form of argumentation that is more common for case writing in advanced levels of PF debate. Similar to the CWI structure, the advantage structure has 3 components — the uniqueness, link, and impact.

The first step of the advantage structure is to have a claim, or your argument. What are you trying to prove right now? We can use the same **social media argument** as last time, and argue that social media leads to cyberbullying.

We can now use the advantage structure to build our argument.

**Uniqueness:** The uniqueness is the status quo, or what is going on in the world right now that is relevant to your argument.

For our argument of cyberbullying, the uniqueness could be “**cyberbullying rates are increasing right now. This is directly because of social media, as social media leads to cyberbullying.**”

**Link:** The link is the **change** after affirming/negating the resolution. In essence, it answers the question of what voting for you does. It’s also essentially the warrant from the CWI structure and proves why you should prefer affirming/negating the resolution over any other solution.

The link for our social media argument would be “**banning social media solves this, because people would not have a medium to cyberbully others**”. This component proves how the uniqueness changes after affirming/negating the resolution.

**Impact:** Again, the impact is the same thing as the impact of the CWI structure! We can use the same impact of mental health disorders as the CWI example:

“**Cyberbullying leads to mental health disorders such as depression and anxiety, which increase the rate for suicide by 30 percent killing 1 million kids annually.**”

