Fisher, W. R. (1978). Toward a logic of good reasons. *The Quarterly Journal of Speech, 64,* pp. 376-384.

… [Fisher] propose[s] “that good reasons be conceived as those elements that provide warrants for accepting or adhering to the advice fostered by any form of communication that can be considered rhetorical.” (p. 378)

“**The components** needed to transform the logic of reasons into **a logic of good reasons are fivefold**.

**First is the question of fact:** What are the implicit and explicit values embedded in a message?

**Second is the question of relevance:** Are the values appropriate to the nature of the decision that the message bears upon? Included in this question is a concern for omitted, distorted, and misrepresented values.

**Third is the question of consequence:** What would be the effects of adhering to the values in regard to one's concept of oneself, to one's behavior, to one's relationships with others and society, and to the process of rhetorical transaction?” (p. 379)

**“Fourth is the question of consistency:** Are the values confirmed or validated in one's personal experience~ in the lives or statements of others whom one admires and respects~ and for in a conception of the best audience that one can conceive?

**Fifth is the question of transcendent issue**: Even if a prima facie case exists or a burden of proof has been established, are the values the message offers those that, in the estimation of the critic constitute the ideal basis for human conduct?” (p. 380)