Reasons have been noted to be central to our normative concepts. A reason, however, is itself normative and giving a naturalistic explanation of reasons seems to miss this aspect. I aim to overcome this challenge by explaining reasons where reasons are generated from a public discourse of answering extant objections. I argue that reasons are connected to our motivations and this fact sheds light on their generation. Someone, raising an objection, can rob me of my motivation by planting doubts in me. Proto-reasons facing objections must overcome these doubts and be vindicated in order to become reasons. This process of vindication, I argue, not only explains the normative nature of reasons, but also carves out room for a grounding of virtues in their role in reason generation. The fully developed view, here, is an Aristotelian constructivism where reasons generated virtuously are the correct reasons.