

Sample Essay Prompt 1

The following appeared as part of an article in a newsletter for farmers:

“Users of Solacium, a medicinal herb now grown mainly in Asia, report that it relieves tension and promotes deep sleep. A recent study indicates that a large number of college students who took pills containing one of the ingredients in Solacium suffered less anxiety. To satisfy the anticipated demands for this very promising therapeutic herb and to reap the financial benefits, farmers in this country should begin growing it.”

Discuss how well reasoned . . . etc.

Sample Essay Prompt 2

The following appeared as part of the business plan of the Capital Idea investment firm:

“Across town in the Park Hill district, the Thespian Theater, Pizzazz Pizza, and the Niblick Golf Club have all had business increases over the past two years. Capital Idea should, therefore, invest in the Roxy Playhouse, the Slice-o’- Pizza, and the Divot Golf Club, three new businesses in the Irongate district. As a condition, we should require them to participate in a special program: Any customer who patronizes two of the businesses will receive a substantial discount at the third. By motivating customers to patronize all three, we will thus contribute to the profitability of each and maximize our return.”

Discuss how well reasoned . . . etc.

Sample Essay Prompt 3

The following appeared in a memorandum from the owner of Carlo’s Clothing to the staff:

“Since Disc Depot, the music store on the next block began a new radio advertising campaign last year, its business has grown dramatically, as

evidenced by the large increase in foot traffic into the store. While the Disc Depot's owners have apparently become wealthy enough to retire, profits at Carlo's Clothing have remained stagnant for the past three years. In order to boost our sales and profits, we should, therefore, switch from newspaper advertising to frequent radio advertisements like those for Disc Depot."

Discuss how well reasoned . . . etc.

Sample Essay Prompt 4

The following appeared in a letter to the editor of a River City newspaper:

"The Clio Development Group's plan for a multilevel parking garage on Dock Street should be approved in order to strengthen the economy of the surrounding area. Although most of the buildings on the block would have to be demolished, they are among the oldest in the city and thus of little current economic value. Those who oppose the project should realize that historic preservation cannot be the only consideration: even Athens or Jerusalem will knock down old buildings to put up new ones that improve the local economy."

Discuss how well reasoned . . . etc.

Sample Essay Prompt 5

The following appeared in a memorandum from the publisher to the staff of *The Clarion*, a large metropolitan newspaper:

"During the recent campaign for mayor, a clear majority of city readers who responded to our survey indicated a desire for more news about city government. To increase circulation, and thus our profits, we should therefore consistently devote a greater proportion of space in all editions of *The Clarion* to coverage of local news."

Discuss how well reasoned . . . etc.

Sample Essay Prompt 6

The following appeared in a corporate planning memorandum for a company that develops amusement parks:

“Because travel from our country to foreign countries has increased dramatically in recent years, our next project should be a ‘World Tour’ theme park with replicas of famous foreign buildings, rides that have international themes, and refreshment stands to serve only foods from the country represented by the nearest ride. The best location would be near our capital city, which has large percentages of international residents and of children under the age of 16. Given the advantages of this site and the growing interest in foreign countries, the ‘World Tour’ theme park should be as successful as our space-travel theme park, where attendance has increased tenfold over the past decade.”

Discuss how well reasoned . . . etc.

Sample Essay Prompt 7

The following appeared in a letter to the editor of a River City newspaper:

“The Clio Development Group should not be permitted to build a multilevel parking garage on Dock Street since most of the buildings on the block would have to be demolished. Because these buildings were erected decades ago, they have historic significance and must, therefore, be preserved as economic assets in the effort to revitalize a restored riverfront area. Recall how Lakesburg has benefited from business increases in its historic downtown center. Moreover, there is plenty of vacant land for a parking lot elsewhere in River City.”

Discuss how well reasoned . . . etc.

Sample Essay Prompt 8

The following appeared in a letter to the editor of a local newspaper:

“Our city council’s neglect of the impoverished Railroad Flats neighborhood has left businesses with little incentive to locate there. Building a new professional football stadium in the neighborhood would solve this problem. Thousands of football fans would travel to the area to see games, and they would buy from local merchants, encouraging new businesses to open. So our city council

should move quickly to fund the construction of a professional football stadium in Railroad Flats in order to help the neighborhood develop a thriving economy.”

Discuss how well reasoned . . . etc.

Sample Essay Prompt 9

The following appeared in a memorandum from the director of marketing for a pharmaceutical company:

“According to a survey of 5,000 urban residents, the prevalence of stress headaches increases with educational level, so that stress headaches occur most often among people with graduate-school degrees. It is well established that, nationally, higher educational levels usually correspond with higher levels of income. Therefore, in marketing our new pain remedy, Omnilixir, we should send free samples primarily to graduate students and to people with graduate degrees, and we should concentrate on advertising in professional journals rather than in general interest magazines.”

Discuss how well reasoned . . . etc.

Sample Essay Prompt 10

The following appeared as part of an editorial in the Waymarsh city newspaper:

“Last year the parents of first graders in our school district expressed satisfaction with the reading skills their children developed but complained strongly about their children’s math skills. To remedy this serious problem and improve our district’s elementary education, everyone in the teacher-training program at Waymarsh University should be required to take more courses in mathematics.”

Discuss how well reasoned . . . etc.