

Question 1

“The following was used as part of an internet advertising company’s appeal to businesses: Furniture Depot employed our internet advertising company to help. Since then its sales increased by 10% over last year’s totals. Furniture Depot’s success demonstrates how using our internet services can increase your profitability. ”

Describe how well reasoned you find this argument. In the discussion be sure to analyze the line of reasoning and the use of evidence in the argument. For example, you may need to consider what questionable assumptions underlie the thinking and what alternative explanations or counterexamples might weaken the argument’s conclusion. You may also address possible changes in the argument that would make it more logically sound, and what, if anything, would help you better evaluate its conclusion.

Question 2

“The following advice was given to a politician by his political consultant: It is true that 200 apartment renters protested in the rain about the elimination of rent control regulation. However, there are 20,000 renters in the entire city. 19,800 of them stayed home and did not protest. The group that did not protest is much larger and better represents the opinion of renters throughout the city: that the elimination of rent control is not a problem. You should not let the small protest discourage you.”

Describe how well the reasoning is in this. In the discussion be sure to analyze the line of reasoning and the use of evidence in the argument. For example, you may need to consider what questionable assumptions underlie the thinking and what alternative explanations or counter examples might weaken the arguments’s conclusion. You may also address possible changes in the argument that would make it more logically sound and would help you to better evaluate its conclusion.

Question 3

“DKLA was the innovator in the market for casual women’s business apparel. Smith & Co. was once the leader in that market with \$2 billion in sales until styles changed and Smith & Co.’s clothes went out of fashion. DKLA can also be expected to fail, especially because the market for casual women’s business apparel is saturated.”

Describe how well the reasoning is in this. In the discussion be sure to analyze the line of reasoning and the use of evidence in the argument. For example, you may need to consider what questionable assumptions underlie the thinking and what alternative explanations or counter examples might weaken the argument’s conclusion. You may also address possible changes in the argument that would make it more logically sound and would help you to better evaluate its conclusion.

Question 4

Chemists have determined that spring water from Augusta, Maine contains minerals necessary for a healthy body. Residents of Augusta, Maine, have a longer life span than the average U.S. citizen. Even though spring water from Augusta, Maine may be expensive, it is a superior choice over drinking general tap water.

How would you rate the accuracy of the above statement? Support your position with reasons and examples.

Question 5

“Davis Technologies, a computer-chip maker, could solve its problem of declining sales by dropping its prices. This would make Davis better able to compete in the highly competitive computer chip market. The sales of chips would increase and this would substantially boost Davis’ market share.”

Describe how well the reasoning is in this. In the discussion be sure to analyze the line of reasoning and the use of evidence in the argument. For example, you may need to consider what questionable assumptions underlie the thinking and what alternative explanations or counter examples might weaken the argument's conclusion. You may also address possible changes in the argument that would make it more logically sound and would help you to better evaluate its conclusion.