

## ARGUMENTATIVE Based:

**An international development organization, in response to a vitamin A deficiency among people in the impoverished nation of Tagus, has engineered a new breed of millet high in vitamin A. While seeds for this new type of millet cost more, farmers will be paid subsidies for farming the new variety of millet. Since millet is already a staple food in Tagus, people will readily adopt the new variety. To combat vitamin A deficiency, the government of Tagus should do everything it can to promote this new type of millet. Write a response in which you discuss what questions would need to be answered to decide whether the recommendation is likely to have the predicted result. Be sure to explain how the answers to these questions would help to evaluate the recommendation.**

The population in Tagus is undergoing a vitamin A deficiency crisis and an international development organization has offered a strategy to alleviate the situation. A genetically modified version of millet has been developed to address the vitamin A deficiency, and there are already plans in place on how to implement the new crop efficiently. However, there are several considerations by the government of Tagus that should be carefully evaluated before widespread adoption. While the international development organization's new breed of millet does address the issue, there could be other more feasible solutions.

The government of Tagus should first understand what is causing the vitamin A deficiency, and whether it is a short or long term issue. If it is simply a bad year in its existing millet crop, they may be able to supplement the population with vitamin A tablets instead of transitioning to the new breed, and thereby perpetually relying on this organization for the foreseeable future. Further, this transition would effectively eradicate the existing millet crops and breeds, and potentially other food sources. A new disease that could impact the new breed of millet could potentially wipe out this staple food source for Tagus. Tagus should evaluate if there are alternative ways of obtaining vitamin A before adopting the new breed.

Further, as a relatively impoverished nation, the farmers are all mostly small scale subsistence farmers, who have low visibility and little/no power in these large scale, country-wide level initiatives. Not only would registering and distributing the new seeds take time and resources, but ensuring they are properly subsidized would also be a tremendous effort. Additionally, government officials at several levels may not be able to effectively implement this initiative, with potential of graft and other issues. This transition may also cause most small farms to consolidate into a large factory farm to capture economies of scale, since the small farmers may not be able to afford the more costly seed on their own. This may reduce the viability of being a self-sustaining farmer, and forcing farmers to move into a large corporation may disadvantage the Tagus economy in the long run.

There are also challenges such as ensuring the new millet tastes similar to what the people of Tagus have been eating for generations. With several breeds of millet and likely different breeds across different regions, it may be difficult to transition to only one breed of millet. The government would be prescribing this new breed that was manufactured in a foreign factory to the entire populace. Further, the growth time for the new crop would need to be evaluated, as the time required for the crops to mature may exceed the urgency of the vitamin A needed.

Before widespread adoption of the new breed of millet, the government of Tagus needs to evaluate the short and long term impacts of the transition. Obtaining enough vitamin A supplements to address a short-term need is likely very feasible, while waiting for the governmental acceptance, distribution, subsidization, and growth of the crops would take a long time with many unforeseen challenges. The government should create both a short-term and long-term plan to ensure the issue is properly addressed both now and in the future.

**The following appeared in a letter from the faculty committee to the president of Seatown University:**

**A study conducted at nearby Oceania University showed that faculty retention is higher when professors are offered free tuition at the university for their own college-aged children. Therefore, Seatown should institute a free-tuition policy for its professors for the purpose of enhancing morale among the faculty and luring new professors.**

**Write a response in which you discuss what specific evidence is needed to evaluate the argument and explain how the evidence would weaken or strengthen the argument.**

The observation that Oceania University (OU) which offers free tuition for the wards of the faculty members enjoys a higher retention rate is interesting. However, the suggestion that such a "free tuition policy" should be followed at Seatown University as well needs to be evaluated further in the light of other evidence.

First, the given argument implicitly suggests that faculty retention is higher at Oceania because of the free tuition measure. However, it needs to be understood where this observation is a mere correlation, or does a causal link exist? Specifically, there could be certain other incentives given to OU's faculty which contribute to higher retention, rather than mere provision of free tuition for their wards. Thus, the study should be enhanced by including evidence on other features of OU, so as to isolate the contribution of free tuition policy towards faculty retention.

Further, it is unclear how "high" is the stated faculty retention at OU. Moreover, the reference or comparison point for this evaluation is also missing. Is the retention higher compared to other Universities which do not have this policy? Is the retention rate higher for a particular year when this policy was introduced? Most important, quantification of this increase in retention is necessary, to be able to draw a reliable conclusion.

Finally, before blindly copying OU's policy at Seatown, it is crucial to assess the logistics as well. Does Seatown have sufficient funds to implement this policy? It is possible that the number of faculty members at OU who had college-aged children is very few, hence the policy does not pose a financial burden to the University. In addition, it is possible that OU attracts funds from external sources (generous alumni, philanthropic organizations) that allow it to pursue such a policy. Seatown might not share these features of OU; thus, the implementation of such a policy here might not be justified.

Since faculty retention is an important issue at most universities, it is interesting to note that a University that offers free tuition for wards of its professors seems to enjoy a higher retention rate. However, this observed correlation cannot be extrapolated and claimed to be a causation. The study conducted at OU linking faculty retention and free tuition needs to present some robust, quantifiable

evidence for it to be accepted elsewhere. Furthermore, the unique features of Seatown should be taken into cognizance before embarking upon such an ambitious and possibly expensive policy.

**The following is a letter from the parent of a private school student to the principal of that school:**

**Last year, Kensington Academy turned over management of its cafeteria to a private vendor, Swift Nutrition. This company serves low-fat, low-calorie meals that students do not find enjoyable – my son and several of his friends came home yesterday complaining about the lunch options. While the intent of hiring Swift may have been to cause students to eat healthier foods, the plan is just going to cause students to bring their own, less healthy lunches instead of eating cafeteria food. If Swift is not replaced with another vendor, there will be serious health consequences for Kensington students.**

**Write a response in which you discuss what questions would need to be answered in order to decide whether the prediction and the argument on which it is based are reasonable. Be sure to explain how the answers to these questions would help to evaluate the prediction.**

In the letter to the principal, the parent asserts that the school needs to replace their current food vendor, Swift, because the food is bland and students do not like the food. If the school does not do this, the parent claims that there will be serious health consequences for the students of Kensington. While the parent has the interests of the students in mind, his argument is flawed with unsound reasoning.

The parent argues that replacing the food vendor will avoid serious health consequences. He implies that by replacing the food vendor, the students will not need to bring their own unhealthy food; therefore, the students health will not be a problem. However, the reason that the students are not enjoying the current cafeteria food is because the food is healthy. Based on the parents logic, in order to avoid students from bring unhealthy food, the school has to replace the current healthy vendor with a less healthy vendor in order to entice the students. But, this accomplishes exactly the opposite of what the parent argues for. By replacing the healthy vendor, the students health is not protected, but rather compromised.

Moreover, the parent assumes that all students find the food not appetizing based on his son and several of his friends. What type of food does the parent serve at home? Most students appetite are shaped by the food that they eat at home. Because the son and his friends find Swift's food not pleasing, they probably are used to eating less unhealthy food. Lunch food is one meal out of the three daily meals, therefore, it's likely that the son's healthy is already a serious problem becasue of their home diet. The parent should examine himself and his son before calling for the school to switch vendors.

One might argue that the school should serve food that kids want to eat, but the solution is not to replace the food vendor. If you ask all kids, they typically will pick foods that are unhealthy over foods that are healthy. Since the school's is already focused on serving healthy foods, it's inevitable that kids will complain about it. The school's objective is correct because they have hired a food vendor that is focused on nutrition and calories. Is the fact that kids will always complain about healthy food or is the fact that the food is bland? The parent needs to distinguish between these two reasons in his letter to the school principle. If the food is too bland, then the school should pick a better, more appetizing vendor to replace Swift.

Schools should focus on serving food that is nutritious and low in fat and sugar. But the parents argument is dubious. Before the principal can take any action, he needs to understand the reason that the kids are complaining about the current vendor.

**Essay topics: "Over the past year, our late-night news program has devoted increasingly more time to covering national news and less time to covering weather and local news. During the same time period, most of the complaints we received from viewers were concerned with the station's coverage of weather and local news. In addition, several local businesses that used to run advertisements during our late-night news program have just cancelled their advertising contracts with us. Therefore, in order to attract more viewers to our news programs and to avoid losing any further advertising revenues, we should expand the coverage of weather and local news on all our news programs."**

The author present the case of a television station. He supposes that the change in time allotted to the weather and local news has had adverse effects on the station. In order to compensate for the losses he proposes to increase the time devoted to the local and weather news. However the argument is not tenable as it lacks valid evidences. Also the manager makes several unwarranted assumptions. As a result the argument becomes dubious.

The first problem with the argument is the vague terminology. The manager mentions that the program has increased the time allotted to national new and truncated the time of weather and local news. However he doesn't specify how much was the decrease, 2 hours or 10 min? Next he states that during this time period, most of the complaints received were related to the coverage of weather and local news. Here also the wording is ambiguous. The author should have mentioned the exact number of complaints and also the figure of complains which were related to the weather and local news.

Next the author assumes that the complaints were due to the reduced coverage of the weather and local news. However it could be the case that the complains were related to the content of the weather and local news. Maybe the local news covered a scandalous story about their beloved politician. That is why many people are carping about it. Thus in order to validate his assumption the author should have mentioned solid evidences that describes the complaints.

Moreover the author states the the local businesses canceled the advertising contracts with the station. Here the author confuses the cause and effect. He presumes that the contracts were terminated only because of the curtailed weather and local news. However there could have been alternative reasons . Maybe the relation between the company and the station had worsened over the years. Or perhaps the popularity of the station has decreased ; a new station is gaining popularity. Also these could also attribute to the cancellation of the contracts.

Finally the author concludes that by restoring the time devoted to weather and local news to its former level will have the desired effect of attracting more viewers and losing further revenues. However this conclusion is based on fallacious logic. The revenue loss and the viewers are not directly associated with the local and weather news. All this faulty assumptions lead to an untenable conclusion. To bolster the conclusion the author could have provided certain facts or statistics that explicitly shows the link between the viewers , revenues and the time allotted to the weather and local news.

To recapitulate the author argument is based on vague terminology, erroneous assumptions. Also there are no specific evidences to corroborate the claim. Hence the author's conclusion the by increasing the allotted time to the local and weather news, more viwers will be attracted and revenues will not decrease further, is incredible.

-----X-----

The observation is that late night program has devoted increased time to national news and less time to weather and local news. During this time period, most of the complaints received from viewers were concerned with our stations coverage of weather and local news. In addition, local businesses that used to advertise during late night news program have cancelled their advertising contracts with them.

However , the suggestion says, in order to attract more viewers to the program ,late night program community needs to restore the time devoted to weather and local news to its former level because they have received most of the complaints from viewers who were concerned with station's coverage of weather and local news which in further avoid losing the advertising revenues. But this is provided with assumptions not valid evidences. Hence, the sugesstion is bit dubious.

The argument clearly is a vague terminology. It didn't specify the time with which it is increased by the late night new program, and the exact number of complaints received from viewers concerned with the station's coverage of weather and local news. However, there should be a specific range through which the arguments will be evaluated based on these parameters.

Moreover, the author states that the local businesses canceled the advertising contracts with the station. Here the author confuses the cause and effect. He presumes that the contracts were terminated only because of the curtailed weather and local news. However, there could have been alternative reasons. Maybe the relation between the company and the station had worsened over the years. Or perhaps the popularity of the station has decreased; a new station is gaining popularity. Also, these could also attribute to the cancellation of the contracts.

To recapitulate, the author's argument is based on the vague terminology, erroneous assumptions. Also, there are no specific evidences to corroborate the claim. Hence, the conclusion which is being suggested to increase the allotted time to the local and weather news, more viewers will be attracted and revenue will decrease further, is incredible.

**In surveys Mason City residents rank water sports (swimming, boating and fishing) among their favorite recreational activities. The Mason River" owing through the city is rarely used for these pursuits, however, and the city park department devotes little of its budget to maintaining riverside recreational facilities. For years there have been complaints from residents about the quality of the river's water and the river's smell. In response, the state has recently announced plans to clean up Mason River. Use of the river for water sports is therefore sure to increase. The city government should for that reason devote more money in this year's budget to riverside recreational facilities. Write a response in which you examine the stated and/or unstated assumptions of the argument. Be sure to explain how the argument depends on the assumptions and what the implications are if these assumptions prove unwarranted.**

The author's argument states to devote more money by the city government in this year's budget to riverside recreational facilities. This argument is based on some assumptions, which need to be substantiated. He presumes that Mason city residents rank water sports among their favorite recreational activities without providing any relevant data to convince city government to increase their funds for the year.

Firstly, Writer claims about surveys of mason city residents, But here it lacks more data. Survey which was conducted were of how many people, how many people participated in survey? whether 10, 100 or 1000. No such information is provided. further, Author speaks about ranking water sports as favorite recreational activities among them. But, Who ranked them? people who only like watching water sports or to perform them or to just enjoy to go there.

Secondly, Author speaks about little funding provided for maintaining riverside recreational facilities. This assumption underlies the claim that the city should devote more money in this year's budget to riverside recreational facilities. If current facilities are adequately maintained, then increased funding might not be needed even if recreational use of the river does increase.

Further more, Assumption is made regarding cleaning plans of mason river, Due to the complaints of quality of river water and it's smell from the residents and consequently consider's and that it will lead to increment for river water sports. Though, there are complaints, we do not know if there have been numerous complaints from a wide range of people, or perhaps from one or two individuals who made numerous complaints. Additionally, the author implies that residents do not use the river for swimming, boating and fishing, despite their interest, due to the smelly and polluted water. No effective reason is mentioned between lacking of river's use and it's current state.

In addition, author further suggests that usage of river will be increased for water sports due to the plans of cleaning of mason river. What's the connection between both? does water sports were not conducted before? does people stopped coming to watch sports? These reasons are not defined.

Examining all the various angles and factors involved with improving riverside recreational facilities, The argument does not justify increasing the budget. However, this author's argument is not likely significantly persuading the city government to allocate increased funding.

**"Over the past two years, the number of shoppers in Central Plaza has been steadily decreasing while the popularity of skateboarding has increased dramatically. Many Central Plaza store owners believe that the decrease in their business is due to the number of skateboard users in the plaza. There has also been a dramatic increase in the amount of litter and vandalism throughout the plaza. Thus, we recommend that the city prohibit skateboarding in Central Plaza. If skateboarding is prohibited here, we predict that business in Central Plaza will return to its previously high levels."**

Prohibiting skateboarding cause to returning business to its previously high level is very simple view. The author failed to render strong evidence for the argument and prove that why there is a direct relation among increasing the number of skateboard users and decreasing the business of store owners in central Plaza. Moreover, the author could not convince the readers why the amount of litter and vandalism has upward trend throughout the Palza. In addition, the author's prediction about

returning the business to its previously level does not have any supporting evidence to persuade the readers.

Decreasing the number of shoppers in central Plaza may have several reasons that the author should take into account and then make relation between this decreasing with the popularity of skateboarding. It is more likely that the most proportion of shoppers had economical problems due to inflation and could not continue their trade. Maybe, people who live around central plaza do not have enough budgets to spend more money on purchasing from the stores in central plaza. The author could consider different measures which had direct effect on decreasing business at this area.

Furthermore, the author brings a weak evidence to prove his argument while the belief of store owners cannot convince the readers significantly because they did not have enough information about other factors that might had profound influence on their sales. The writer could use stronger evidence and persuade the readers by certain statistics charts and could use the survey method and gather data from store owners about their observations. Increasing the number of skateboard users may have several reasons and do not have any effect on decreasing the business. Also, increasing the percentage of litter and vandalism throughout the plaza has several main reasons that should be taken into consideration that lacking of police station is one of them. The writer could support his argument with decent evidence and render strong reasons and clarify why there are correlation between increasing the rate of crimes and the number of skateboarding users.

The author also failed to illustrate an appropriate conclusion because of two basic reasons. Firstly, generalizing based on weak evidence and secondly prediction in a wrong way without using persuasive evidence to convince the readers. The author could show strong data and prove why prohibiting the skateboarding users lead to increasing the business in central Plaza. It is less likely that having a downward trend for business has only one weak reason like increasing the number of skateboarding in this area. Prediction a trend needs analyzing the certain important measures that the author does not pay attention to them at all.

In conclusion, the argument has several basic weak points that cannot be overlooked easily and the conclusion is not enough strong to convince the readers. The author does not use decent evidence to support his argument and does not take certain importance factors into account when wants to make a direct relation among raising the number of skateboarding users and soaring the rate of crimes in Plaza. While the author could prove his claim with using certain methods and strong evidence and persuade the reader with rendering statistic data.

**"Of the two leading real estate firms in our town—Adams Realty and Fitch Realty—Adams Realty is clearly superior. Adams has 40 real estate agents; in contrast, Fitch has 25, many of whom work only**



**part-time. Moreover, Adams' revenue last year was twice as high as that of Fitch and included home sales that averaged \$168,000, compared to Fitch's \$144,000. Homes listed with Adams sell faster as well: ten years ago I listed my home with Fitch, and it took more than four months to sell; last year, when I sold another home, I listed it with Adams, and it took only one month. Thus, if you want to sell your home quickly and at a good price, you should use Adams Realty."**

**Write a response in which you examine the stated and/or unstated assumptions of the argument. Be sure to explain how the argument depends on these assumptions and what the implications are for the argument if the assumptions prove unwarranted.**

The writer, who is making a comparison between two real estates in her town, provides some information about both firms to convince the reader that one of them stands taller than the other one. while making this judgement, he or she has made a few assumptions that the reader should consider looking further deep into them before coming into a conclusion from this letter:

The writer of this letter assumes that a real estates superiority is defined by the number of people who work in it, While in the real world many firms turn out to be more efficient than their rivals because they have less employees for two main reasons : one is that when the number of employees is reduced, a supervisor has more time to attend to each person, and so the final job will be a more pleasing one. the second reason is that by reducing the employees, the financial arrangements change and the firm would now be enabled to hire people who are more experienced and have higher wages, instead of hiring too many inexperienced workers.

The next assumption was made about the relativity of the firms' annual revenue with their proficiency. It is stated that Adams' revenue was twice as the Fitch's, and concluded that the firm with a higher revenue has done a better job, while it could be vice versa. The real agencies profit is normally a fixed percentage of the properties that they sell - so a higher profit could mean a higher percentage (which is against the homeowners' benefit). considering the next piece of information that compares the average home price from the firms, the higher annual revenue could also be because of the Adams firm's expertise in more expensive properties, and not neccesarily their ability to do good in every job accossiated with them.

The writer's last assumption is made when he or she compares the firms' activity in his or her own experience, saying that the Fitch agency was not as good as Adam's, because 10 years ago it took them more time to sell a house than it took Adams' last year to sell another house. This is while the reader gets no information about the houses, if they were both of the same value, or the same quality, or even if the market was the same during this two different deals.

all in all, the writer should expand the given information further, and give details about the numbers he or she has stated in the letter, to convince his or her reader to come to the same conclusion that she or he has.

**The following appeared in a memo from the director of student housing at Buckingham College. "To serve the housing needs of our students, Buckingham College should build a number of new dormitories. Buckingham's enrollment is growing and, based on current trends, will double over the next 50 years, thus making existing dormitory space inadequate. Moreover, the average rent for an apartment in our town has risen in recent years. Consequently, students will find it increasingly difficult to afford off-campus housing. Finally, attractive new dormitories would make prospective students more likely to enroll at Buckingham." Write a response in which you discuss what specific evidence is needed to evaluate the argument and explain how the evidence would weaken or strengthen the argument.**

In the memo above the author has pointed out toward the need of building new dormitories to attract and accommodate the students that get enrolled at Buckingham. He points out three arguments for the said deed. The first being that as the enrollment keeps on growing the student number will be too large to accommodate in the dormitories already built. The second is that as the living expenses and rents increase off campus setting up new dormitories would be attractive to the students. And the last that building up new dormitories will help in the enrollment of more number of students at Buckingham. The three arguments are poorly supported making the whole argument weak.

The first argument is that based on current trends the enrollment will be double over the next fifty years. This argument needs to be supported by providing a statistics based study of the number of students that apply to the college and those who get enrolled. Also the dormitories already constructed could be analyzed for providing sufficient evidence to build the new dormitories. The correctness and aptness of the trends are lacking making the argument fall weak.

The second argument is that the rents off campus are too high for students to afford and that the dormitories would help in providing an affordable living space. The author could provide proof of the number of students who would prefer housing on campus. Most students at this age prefer on renting out their own apartment for various reasons such as privacy and thus may not like sharing living space. In this case the new dormitories would be left unused and cost of building them up will be wasted. Thus a survey could be carried out to help support that the students actually want a housing on campus before building new dormitories. Other factors such as shops and eating joints around the housing on campus can be studied for proving that the students would actually prefer living on campus.

The final conclusion is that building up new attractive dormitories would help in the increase in the number of students that enroll in Buckingham. This is an illogical statement and does nothing to support the argument. Usually when students apply to college their top most priority is education and recognition and not how many or how good the living spaces are on the campus. Thus setting up attractive dormitories will not help in the increase of the number of students that apply at Buckingham, and thus the relativeness is irrelevant.

**Fifteen years ago, Omega University implemented a new procedure that encouraged students to evaluate the teaching effectiveness of all their professors. Since that time, Omega professors have begun to assign higher grades in their classes, and overall student grade averages at Omega have risen by 30 percent. Potential employers, looking at this dramatic rise in grades, believe that grades at Omega are inflated and do not accurately reflect student achievement; as a result, Omega graduates have not been as successful at getting jobs as have graduates from nearby Alpha University. To enable its graduates to secure better jobs, Omega University should terminate student evaluation of professors.**

***Write a response in which you discuss what specific evidence is needed to evaluate the argument and explain how the evidence would weaken or strengthen the argument.***

The author concludes that Omega University, to make their graduates to secure better jobs, should terminate student evaluation of professors. Author uses the evidence that professors were assigning higher grades to get the better evaluation from the students. Employer saw this rise in the grades as inflated and consider them as true reflection of student achievement. As a result, Omega graduates have not been as successful as graduates from Alpha University. Although the evidence appears to bolster the argument at the first glance, a meticulous analysis will show that certain evidence needs to be provided to justify its validity.

Firstly, the author implies that professors gave the students higher grades so as get better evaluation from the students. However, the increase in grades could have been due to the increased efforts from professors to get better evaluation from students. If there were such evidence, then terminating the evaluation program may not have the desired impact on the grades. Such evidence would therefore tend to weaken the argument. Moreover, it may be true that some students who score high anyway, find it unfair from professors to give everyone higher grades. Such students may give bad reviews about professors. Such evidence would weaken the author's implication that professors assign higher grades to get better evaluation from students.

Secondly, author assumes that terminating evaluation program would result in authenticity of grades of Omega students. But, it might be possible that Omega students are not study oriented compared to Alpha students and getting lower grades in further comparison. Any such evidence would tend to strengthen the argument despite being based on a false premise, because employers are preferring

graduates from Alpha University based on their grades. Moreover, it might be possible that employers were seeking students from the courses offered by Alpha University and by Omega University.

Thirdly, the underlying assumption of the author is that there were no changes occurring in exam pattern or quality of new enrolled students in last 15 years. It might be possible that Omega University's newly enrolled students are brighter than previous year students which eventually cause the increase in the grades. In addition, if there are changes in exam pattern which are favorable for students to perform well, then students must get higher grades. Such evidence tend to weaken the claim of the author that student don't deserves the higher grades.

**"Over the past year, our late-night news program has devoted increased time to national news and less time to weather and local news. During this period, most of the complaints received from viewers were concerned with our station's coverage of weather and local news. In addition, local businesses that used to advertise during our late-night news program have canceled their advertising contracts with us. Therefore, in order to attract more viewers to our news programs and to avoid losing any further advertising revenues, we should expand our coverage of weather and local news on all our news programs."**

***Write a response in which you examine the stated and/or unstated assumptions of the argument. Be sure to explain how the argument depends on these assumptions and what the implications are for the argument if the assumptions prove unwarranted.***

The author states the fact that due to low local news and weather coverage, there have been not only complaints, but lowered revenues due to a reduction in advertising by local businesses. There are several tacit implications, without substantial evidence, that the late-night news program's audience is mostly local, thereby concluding that they have a major claim to airing local news and weather, not to mention, that they are a major factor for local business advertisements.

First, the author states most of the complaints received from viewer were concerned with the station's coverage of local news and weather. However, we are presented with insufficient evidence for the amount of actual complaints or the percentage of the total viewers, for the very least. It could be that though the most complaints are regarding these issues, yet, the amount of complaints it minute, perhaps within an acceptable range of percentage of the amount of viewers. Even if there is a substantial percentage from local viewers, the claim could be further strengthened, should the author present the ratio between local and non-local viewers - surely non local viewers will not be interested in any local news.

Secondly, we are presented with two apparent related cases, which are presented with the tacit implication they are consequential - and yet no evidence is presented to prove there is no more than a mere unfortunate correlation between them. The fact that little coverage of local news and weather cannot be simply stated as the reason for the sudden cancelation of local businesses advertisements. It might be so that the viewer audience is substantially non-local, in which case, not only local news

would be irrelevant, advertising local businesses would not be lucrative. Other reasons have not been ruled out, such as a local financial crisis that would hurt all businesses, or any externally induced event that could account for the chain of events. Should any evidence, for example, in the form of a survey for local businesses, of why have they canceled advertising, prove that the main reason was due to the content of the late night show, the argument could be further based.

Finally, the author concludes that in order to avoid any further advertising revenues and attract more viewers, the station must act to allocate more time for on-air local news and weather coverage. There are a few unbased assumptions that the conclusion assumes. First, non-local viewers may not be interested in local news - and thus, there's another tacit assumption that it is the local audience that the late night show want to attract. However, gaining more viewers and audience, propels advertising - and revenues can be achieved not by local businesses alone. Unless the author proves there is no or little interest of nation spread, or at least non local businesses to advertise on the late night show, there is little to the claim that advertising revenues will further drop revenues.

In sum, several unwarranted assumptions and tacit implications must be cleared, along with supporting evidence, in order to assert the argument conclusion.