I

* Professor at UIC
* Author and co author of many many books
* American book award on his book “Beyond the Culture Wars” 1993
* Graduated from stanford university 1963
* Very credible, degree from stanford, popular acedemic author, Professor

II

* Initially i thought this text was written to pursuade people to use street smarts for acedemic reasons
* Logic was sound
* Evidence sound
* Appropriate tone

III

* Intends to pursuade the reader, the intended audience was teachers, professors, school workers
* It is known by people, but not in this way
* Some people are not easily pursuaded on this topic
* He was very pursuasive
* I like where he said if you start a kid off with something he is interested in, it could end up he being interested in stuff he wasnt before
* I think it was a very pursuasive text, it would have been more persuasive with more examples, tests, and graphs