In the essay ‘Hidden intellectualism’ by Gerald Graff, we see his view of ‘Book smart’ Vs ‘Street Smart’. I believe this Essay was written to persuade the audience, based on the content of this essay, his audience was intended to be parents of students, teachers, and professors. My reasoning for this, I am a 16-year-old high school student, yes this was a slightly persuasive essay, it did not apply to me. This topic is very wildly known, if you ask most people, they will say they know the difference between ‘Book Smart’ and ‘Street Smart’. I have not heard of teaching kids using their ‘Street Smart’, so therefore, it is a well-known topic, but not well known in this context. I have said this essay was slightly persuasive, here is my reasoning, yes, the logic was sound, but there was not much evidence supporting the argument, if there was evidence to back up this logic, this would be an extremely persuasive essay. Now to talk about the author, Professor Gerald Graff is his name, he graduated from Stanford University in 1963, he is a very well-known author and receiver of many achievements. One of which was the American Book Award on his book “Beyond the Culture Wars’ written by him in 1993. Now Gerald Graff is a professor at the University of Chicago, because of those things, i would say, Professor Gerald Graff is very Credible.