1.Question 1

Have a look at the following argument based on an advertisement. What are the implicit (unspoken) premises?

*There are many young, beautiful people on a beach having fun. They are drinking Cool Cola. You should buy Cool Cola.*

That if you buy Cool Cola you will also be young, beautiful and happy

That Cool Cola makes the young, beautiful people in the advertisement happy

2.Question 2

Have a look at the following argument. What is the problem with the conclusion?

*Cool Cola makes people happy. There are many young, beautiful people on a beach having fun. They are drinking Cool Cola.*

The conclusion is not the most logical result of the premises.

3.Question 3

Consider the following argument:

*The Artape people have lived on the island of Staples for between 20,000 and 31,000 years. A number of archaeological sites have been radiocarbon dated to around 20,000 BC. They are thought to have migrated across from Africa on land bridges that existed before the last ice age. Movement between the main land and Staples across these land bridges was quite common. Archaeological evidence, such as oral stories, rock pictures and some ancient fossils, suggests that the Staler people, the ancestors of the Artape, used the island for hunting from as far back as 31,000 BC. However, there is no evidence of settlement or continuous habitation of the island until around 25,000 BC, when evidence of temporary camps starts. It is not until 20,000 BC that we start to see evidence of permanent dwellings. All migration from the main land to Stapes stopped when the seas rose around 12,000 years ago. \**

*\*Fictional peoples & History*

What is the conclusion of this argument?

The Artape people and their ancestors have lived on the island of Staples for between 20,000 and 31,000 years.

5.Question 5

Have a look at the following passage. What is wrong with the argument?

*During the 2000s smart phone sales and ownership increased dramatically. At the same time, warfare in the Middle East escalated. It is clear that smart phones usage was a main contributor to the intensity of international warfare in the 2000s.*

It assumes that there is a cause-effect relationship between the two trends.

6.Question 6

Have a look at the following passage. What is wrong with the counter-argument?

*Argument: Sometimes when you are having trouble writing your assignment it is good to take a short break.*

*Counter-argument: Procrastinating instead of doing your work means nothing will ever get done.*

It misrepresents the original argument.

7.Question 7

What problems are there with the following ‘laundry list’ approach to the following issue:

|  |  |  |
| --- | --- | --- |
| Too many private cars | => |  |
| Inadequate public transport | => | **congestion** |
| Insufficient road networks | => |  |

It suggests that each factor is of equal importance.

It suggests a one-way relationship between the causes and the effect.