Homework 8

The author of the argument recommends that radio station KICK in Medway should have more call-in advice programs in order to increase the number of their audiences. However, this recommendation cannot be accepted as it is because it is based on a number of premises for the support of which some vital questions are to be answered.

First of all, the author contends that since WCQP station increased the number of their call-in advice programs, the number of their audiences increased noticeably. However, the question is how many audiences they had before increasing their call-in advice programs. May be they had a considerable number of audiences before; but they were not aware of them because they did not measure them before. Even if assuming that the number of their audiences had significant growth during the past two years, we need to know whether the increasing of call-in advice programs was the only factor which was responsible for increasing the number of audiences or some other factors were involved as well. Maybe they were producing some other programs since two last years which were popular among their audiences.

Secondly, the write refers to the results of a nationwide survey which demonstrates that call-in advice programs are popular among radio listeners. But the question is that whether this findings can be generalizeD to the general population since this study was conducted in a sample of radio listeners. As you know, in research studies, the findings can be generalized to the target population if the sample used is representative of the concerned population in terms of age, sex, social class, culture, etc. However, in this argument there is no evidence to show whether the sample used was representative of the target population. It follows that the findings of these studies cannot be applied to the members of the population without reservations.

Finally, the author recommends that radio station KICK in Medway should produce more call-in advice programs in order to have more audiences. However, the question is that whether Medway city is identical to Rockville city in all respects or not. The writer fails to consider possible differences between Rockville city and Medway city that might help to bring about a different result for Medway city. Maybe people in Rockville city are generally older adults who are interested in radio programs but people in Medway city are youngsters who are interested in television programs rather than radio programs. Or maybe Medway is a modern city where have several Medias, so people will have a wide range of choices. As a result, the likelihood of choosing a call-in advice program will decrease.

In the final analysis, the writer’s recommendation cannot be taken to be true because, as it was shown in the body paragraphs above, it depends on a number of questions each of which should be answered. The recommendation can only be accepted if the questions already referred to are all answered appropriately.

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