  
Arguments Worksheet

**Select** one of the following articles and use the hyperlinks below to **access** it from *Opposing Viewpoints in Context*:

* [Health Care Issues](http://ic.galegroup.com.contentproxy.phoenix.edu/ic/ovic/ReferenceDetailsPage/ReferenceDetailsWindow?disableHighlighting=true&displayGroupName=Reference&currPage=&scanId=&query=&docIndex=&source=&search_within_results=&p=OVIC%3AGIC&mode=view&catId=GALE%7C00000000LVZR&u=uphoenix&limiter=&display-query=&displayGroups=&contentModules=&action=e&sortBy=&documentId=GALE%7CPC3010999106&windowstate=normal&activityType=&failOverType=&commentary)
* [Compensation for College Athletes](http://go.galegroup.com.contentproxy.phoenix.edu/ps/retrieve.do?resultListType=RELATED_DOCUMENT&searchType=ts&userGroupName=uphoenix&inPS=true&contentSegment=&prodId=OVIC&docId=GALE|XOHCYL235319839&it=r)
* [Technology and Society](http://go.galegroup.com.contentproxy.phoenix.edu/ps/retrieve.do?resultListType=RELATED_DOCUMENT&searchType=ts&userGroupName=uphoenix&inPS=true&contentSegment=&prodId=OVIC&docId=GALE|PC3010999342&it=r)
* [Social Media](http://go.galegroup.com.contentproxy.phoenix.edu/ps/retrieve.do?resultListType=RELATED_DOCUMENT&searchType=ts&userGroupName=uphoenix&inPS=true&contentSegment=&prodId=OVIC&docId=GALE|PC3010999130&it=r)
* [Advertising](http://go.galegroup.com.contentproxy.phoenix.edu/ps/retrieve.do?resultListType=RELATED_DOCUMENT&searchType=ts&userGroupName=uphoenix&inPS=true&contentSegment=&prodId=OVIC&docId=GALE|PC3010999267&it=r)

**Write** a 25- to 50-word response to each of the following prompts:

1. What is the issue in the argument you selected?

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| The issue that I selected in advertising argument is using celebrities to sell products. I feel that som o customers are star struck. They may not realize that the celebrity was paid to endorse the product. The celebrity may have never used the product. Some customers feel if the product is good for the celebrity it would be good for them. The customer may also feel because the celebrity is endorsing the product it must be good because the celebrity is a trustworthy or reliable source. |

1. Provide an unbiased explanation of all viewpoints or premises of the issue.

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| Though virtually all advertising is specifically engineered to increase sales, it can also establish or enhance a company’s public image, or help position its brands in the wider marketplace.( Gale, 2019).  The premise of this issue is using a celebrity will build brand equity. Building brand equity means brand power through the recognition or the celebrity name which will create large sales and profits for the company. Another reason for using a celebrity is to increase the chance the consumers will remember the ad for the product. The customer can go to the internet and type in the celebrity’s name ad a pop-up ad may appear. This will allow the customer to become curious and click ad read the testimonial about the product and may purchase the product. |

1. Which viewpoint or premise is weak or irrelevant? Explain why.

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| The viewpoint that is weak is celebrity paid endorser is a reliable or trustworthy source. There is no proof the celebrity used the product. What a consumer should think to themselves if the celebrity was not paid would they talk so highly about the product. It is also interesting for customers to think celebrities are trustworthy because they are famous. They are in the entertainment industry so they know how to entertain people. How can the celebrity be considered trustworthy if the customers does not know them personally. |

1. Is the argument inductive or deductive? Why?

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| I think the argument is inductive. The reason I believe the argument for using celebrities to sell product is inductive because if the company did not add the celebrity the product may not have sold. The company may not have increased sales and profits as quickly if the celebrity was not a part of the marketing strategy. |

1. What is the value of understanding multiple viewpoints before forming an opinion or argument?

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| The value of understanding multiple viewpoints before forming an argument it is a good idea to have points in both sides. Knowing primary points can strengthen your argument. This will allow you to realize that you did not express your opinions in enough details or you were not aware of other facts. |

1. Provide an APA-formatted reference for the article you reviewed. Use the Citation Tools link in the Tools section to the right of the article for assistance, and select “APA, 6th Edition” from the drop-down menu.

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| Advertising. (2019). In *Gale Opposing Viewpoints Online Collection*. Farmington Hills, MI: Gale. |