

So here are copies of my essays. Some have the prompts missing. The best book I found to get the hang of the argument essay is **GMAT: Answers to the Real Essay Questions** by Mark Stewart. It gives the top critiques GMAT is looking for and gives a ton of essay examples. I only used it for the argument essay because I never did an essay like that before. It's a great book. There are 14 essays here and I left them uncorrected so you can get a feel for the typos and errors you can make in 30 minutes. Make sure you leave five minutes to go over the essay for mistakes!

+++++

#### Essay 1 (Argument):

The job of an advertising company is to have as large as client base as possible who can advertise regularly with the company. To gain a large customer base, the advertising company must convey to the potential customer why their advertising agency is superior. The agency must provide information about who it advertises to, what is the income level of the target audience, and other demographic information. Travelshack.com recently published an ad to gain clientele, but may have missed some important and convincing information in their advertisement.

Travelshack.com claims that it is important for a resort to advertise with them because the website's readership has more than doubled in the last year. Although this may seem like an impressive statistic, doubling of readership means nothing. It could have only doubled from 100 to 200 readers. It also doesn't give any information about what these readers do on the website. If Travelshack.com offered percentages of how many of these readers actually purchase vacations, a readership number would be more relevant. The website should also offer statistics on how many readers buy expensive vacations versus only buying vacations when sales are offered, as well as how many readers actually stay on the website for more than three minutes.

The website also claims that their readers have large disposable incomes. However, the website does not offer any aggregated statistics on the incomes of the readers or the resorts that advertise with them. The website tries to back up its claim of large disposable incomes with the increase in business of one ski lodge. Since they do not explain what type of ski lodge this is and the average prices of rooms and amenities at this particular ski lodge, it is not sufficient proof that this website has readers with large disposable incomes.

Furthermore, using only one ski lodge to show that this website is successful at creating business for various resorts is misleading. It may be the case that all the readers of this website are skiers, and a resort in tropical Hawaii may not see the same result. If Travelshack.com wishes to gain a clientele of more than just ski lodges, it should show more information about different types of resorts. It should show that hotels in all locations have shown an increase in bookings after advertising with Travelshack.com. By giving only one success story of Snowbert Ski Lodge, one can not assume that their tropical hotel will have the same success as Snowbert Ski Lodge. In fact, one cannot even assume that the ski lodge's success is solely attributed to advertising on Travelshack.com.

The reader does not know if these resorts advertise on other websites or perhaps there was a sports event this past year hosted at that resort. Unless statistics on other types of resorts are included, this one successful case is not enough to make a sound decision.

Although the advertisement for Travelshack.com may be entirely true, it is not presented in a way that would allow confidence in a decision made by a resort to advertise here. There needs to be more statistical information about the readers of the website such as how long they stay on the website, what they purchase, and what locations they prefer. Offering other information such as what other companies advertise with this agency and how successful they have been is also helpful.

+++++

### Essay 2 (Issue):

A well educated society produces productive and prosperous citizens. It is therefore advantageous to the society as a whole to educate the young. For most people, this means that a public education is necessary. Some people will argue that those who send their children to private school should not have to pay taxes to support public education. Unfortunately, without a well educated work force, these same wealthy people would not be able to hire enough employees to run their businesses, manage their money, or take care of their children. It is imperative that every member of society contribute to the education of all children who need it.

In this country, there are people with different socio-economic backgrounds. Some people are wealthy and can afford to send their children to private schools or have private tutors. Other people are not wealthy, some extremely poor, and cannot afford private instruction for their children. These people must rely on their government to provide a minimal education so that they can grow up with at least minimal skills to hold a job. Since the vast majority of this country is not wealthy enough to afford private tutors, the majority of the population send their children to public school. Using allocated tax revenue, public education is available to all families that need it.

There are some tax payers that disagree with the idea of a public education. Some of those that argue this point are those that do not have their children in public school and they themselves have never attended public school. These people feel that since they are not using this system, they should not have to pay for it. This may sound like a compelling argument, however we must look at how a public education does benefit this particular group, and is therefore, using this system.

First, a wealthy family may open a business to make money. Perhaps at first the business is small enough that it can be run by family members. However, once it reaches a certain size, or if the business requires special skills that no one in the family has, they will have to hire outside help. Most of the time, a business will not require that the person they hire come from a background that indicates they attended a private school or had a private tutor. Furthermore, the most capable applicant may not even have such a background.

Perhaps the best qualified person is actually someone who was educated at a public school. Hiring this person to produce profits for their business is using the public education system and its products.

Second, if a wealthy person decides to go to a firm that invests money, it is unlikely he will ask if his broker has a private education. If the wealthy person invests in many companies, it is very unlikely that the managers of all those different investments are all privately educated employees. Somewhere in the investment firm there will be workers that have graduated from a public education system. If one of these people happen to be managing the wealthy person's money and creating profits for him, that wealthy person is utilizing public education.

Thirdly, not every person they come in contact with to provide services for their family will be privately educated. The babysitter may not have had a private tutor. The family doctor may have gone to public school his whole life. The personal trainer may have gone to a continuing education class at a community college. The chef may have started out in public school and made his way to a private school or vice versa. All of the people that the wealthy person who does not want to support public education comes in contact with may very well be products of public education. Because he is benefiting from the products of this type of education, he should have to contribute to public education.

On the surface, many people who have never attended public school may say that they should not have to support such a service. However, if they are indirectly benefiting from the products of public education such as personal services and a larger employee pool, these people should have to contribute to the continuation and support of public education.

+++++

### Essay 3 (Argument):

The proposal to open a new Luxe Spa in Parksboro claims that because there are a number of Jacuzzi bathtubs in the town, and other statistics, the spa will be profitable. Unfortunately, the proposal draws its conclusions without offering much evidence.

Although knowing that over 75% of households in Parksboro is useful, it does not paint a complete picture. Perhaps only 10% of the residents of Parksboro live in a house. If the rest live in apartment buildings without Jacuzzi bathtubs, then the whole town is not relaxing in such bathtubs. There is also no mention of the frequency of use of the bathtubs or if they are in use at all. If 75% of the residents have a Jacuzzi bathtub, it does not automatically imply that all 75% work or are used. If the proposal included information about the actual amount of Jacuzzi bathtubs and their frequency of use, then including this statistic would be more useful.

The proposal also infers that because the average family income is 50% higher than the national average, these residents must make more money than the average person. This

assumption is incorrect because one's personal income is not the same as family income. If there are six people in one house all making twenty thousand a year, their family income is now \$120,000. Although the family income is clearly above the average, each person is not making above the average. The income of one person in this case is probably not enough to pay for premium services at a spa. The proposal should have included the average income per person or included the average number of occupants in a family in Parksboro. Then the statistics would be clearer as to how much a person could afford.

The proposal also claims that one store reports above average sales on their most expensive personal care products and this shows that people spend a lot of money on personal care products in Parksboro. This cannot be further from the truth. Surveying one store in an entire town is not enough information unless this is the only store that sells these products in town. No mention is made as to what kind of store was surveyed and where it is located. Is this store located in the posh, north development where only forty residents live or is this the local pharmacy or supermarket located in densely populated areas of subsidized or rent controlled apartments? This statistic could be improved if more stores were surveyed and the demographics of the store were given. It will do no good for a business proposal if the store they surveyed is in a part of the town that the spa will not be located in.

This argument can be improved with more information about the number of Jacuzzi bathtubs and their frequency of use, the per capita income of the residents and the demographics of the customers who shop in stores to buy hair and body products near the desired location of the proposed Luxe Spa.

+++++

#### Essay 4 (Issue):

Some people may argue that the internet has created more problems than it has solved. However, the internet has proven its worth many times over when it became available to the mass public in the 1990s. The internet has increased educational opportunities, saved lives, and expanded the availability of goods and information to everyone, especially those whose resources are limited.

At first, the internet seemed to produce nothing more than webpages with personal opinions and funny cartoons. As the capabilities of the internet increased, people were able to "chat" with other people across the world in real time without ever leaving their home. Users could share files such as computer programs, forms, resumes, and homework. One such application of exchanging files can be seen with online correspondence schools. These schools allow children in rural areas participate in a classroom with their peers. Another type of correspondence school is a type targeted for adults who wish to obtain their G.E.D. or high school diploma, but cannot quit their job to do so. Of course, modern correspondence school includes acquiring college degrees completely online, as well as professional certifications, and continuing education.

Another benefit of the internet is the sheer volume of information that it can store. Users can visit websites of doctors, lawyers, and other professionals to seek advice and counseling for a variety of problems. A mother can look up information about her baby's fever and find out what temperature requires an emergency room visit. Another user can look up his father's benign heartburn and realize he may be having a heart attack. A college student user can "instant message" her therapist when she needs extra support during a rough time. A senior citizen can look up their medication and realize they were prescribed the wrong dosage. All of these volumes of information can help someone make decisions to better their health and save their life.

Of course, what would the internet be without commerce? Another accomplishment of the internet is the modernized version of catalogue shopping. However, with the internet, a shopper can zoom in on a product, look up reviews of that product, watch videos of that product, and compare prices with different retailers. This function of the internet has probably improved more lives than all the other reasons combined. Now, a mother in a rural town can order special formula for her sensitive baby or a car mechanic can order handmade parts for a project car. A college student in a small town can order clothes to be as fashionable as a college student in New York City. A woman with multiple sclerosis can now order her groceries online instead of having to go to the supermarket by herself.

There are many more ways that the internet has created a higher quality of life for many, many people. The internet has provided communication, entertainment, education, commerce, and information to consumers who would not have the means to these resources otherwise. For these people, the internet is a great invention.

+++++

### Essay 5 (Argument):

The following appeared in an Avia Airlines departmental memorandum:

"On average, 9 out of every 1000 passengers who traveled on Avia Airlines last year filed a complaint about our baggage-handling procedures. This means that although some 1 percent of our passengers were unhappy with those procedures, the overwhelming majority were quite satisfied with them; thus it would appear that a review of the procedures is not important to our goal of maintaining or increasing the number of Avia's passengers."

---

According to Avia Airlines, only 9 out of 1000 passengers filed a complaint about their baggage-handling procedures. Avia Airlines then concludes that because only about one percent of its customers are unhappy, Avia Airlines has no reason to review and change policies regarding baggage-handling. This conclusion is not sound for a few reasons.

The first reason Avia Airlines should not conclude that its policies are good enough is that they are only looking at reported complaints. Perhaps if they conducted a survey of more passengers and what the passengers felt about Avia's baggage handling procedures, Avia would have more than one percent of dissatisfied customers.

The second reason this conclusion is not sound is because Avia is basing how they run and review policy in a reactionary manner instead of a proactive manner. Reported complaints are most likely from customers that have either totally damaged or lost bags. Who knows how many bags are damaged by Avia on a regular basis. The customer may not report it, but they may tell their friends and family, and that may cause a drop in Avia's customer base. Since Avia stated that one of their goals is to maintain their customer base, baggage handling should be a top priority.

The third reason is that since Avia will only change policy only after more customers are dissatisfied, they will not reach their goal of increasing thier customer base. Concluding that policy doesn't have to change until some number of customers are dissatisfied will result in the same number of mishandled bags, but with fewer customers. This will cause a change in policy, but only after AVia's customer base has diminished. How will they get their customers back? Avia will either have to spend a lot of money on advertsing their new improved baggage handling or offer lower fares. Both of these costly fixes could be avoided if Avia took the time to review their baggage procedures before it was too late.

Although it is a good idea for Avia Airlines to review thier complaints and try to figure out how satisfied their customers are, it is not a good idea to make conclusions based on a few statistics. If Avia Airlines wished to keep and increase their customer base, they will have to conduct widespread surveys to see how many customers are dissatisfied with their baggage handling. Avia will also have to implement policies in a proactive manner, before any dissatisfied customers tell their friends and family how bad Avia'a baggage handling really is.

+++++

#### Essay 6 (Argument):

The following appeared in a memorandum from the president of Aurora, a company that sells organic milk (milk produced without the use of chemical additives):

"Sales of organic food products in this country have tripled over the past five years. If Aurora is to profit from this continuing trend, we must diversify and start selling products such as organic orange juice and organi eggs in addition to our regular product line. With the recent increase of articles in health magazines questioning the safety of milk and other food products, customers are even more likely to buy our line of organic products. And to help ensure our successful expansion, we should hire the founder of a chain of health food stores to serve as our vice president of marketing."

---

The president of the Aurora company wants to capitalize on a seemingly growing trend of consumers purchasing organic foods. Although Aurora currently only sells milk, the president feels that Aurora should begin to offer other organic products to profit from the growing sales of organic foods. He offers reasons as to why Aurora should diversify its current offerings, but none of them are very sound.

The first thing the president of Aurora wants to do is begin offering other organic products besides milk because sales of organic foods have tripled in the past five years. Since he feels this trend will continue, he wants to diversify the products at Aurora to make a profit. Unfortunately, he does not really know if this trend will continue long enough to make a profit. Because there is no real evidence of a permanent shift to organic products, he cannot assume diversifying his line of products will make a profit.

The second problem is that the president assumes that much of the organic purchasing trends are in milk, juice, and eggs. Without proper research into what organic products people are actually buying, he may never make a profit. If he only offers milk, juice and eggs, and the organic products most people buy are meat and cheese, Aurora will not profit even if the trend continues and gets bigger.

Another issue with his reasoning is that he is relying on health magazines. Although magazines are good for finding out what people may be talking about or are interested in, it is not good practice to base business decisions on a few articles in a magazine. Before Aurora makes any hasty decisions, the president will have to see just how many magazine articles are saying that people are concerned with food safety and compare that to any scientific proof that food really is unsafe.

Interestingly, the president mentions that these very articles are calling into question the safety of milk, the very product Aurora sells. If a trend develops where consumers are afraid to buy milk, he should not assume that they would buy his milk, organic or not. He must do further research to see what consumers think about the safety of organic milk. Only then can he make a sound decision about how much milk to sell and if diversifying is a good move.

The last point the president brings up is that he will hire the founder of a health food store to become his marketing vice president. The president of Aurora thinks that someone like this will help ensure the success of Aurora's expansion. Although someone who had started a health food business may seem like a good choice, the president cannot assume that this person will know anything about marketing. This person may be skilled at managing people, and have no idea how to sell an item to a target market. The president of Aurora should also consider why a successful founder would want to work for another business. Is he really that successful? Do his stores do well? Do they even sell products similar to Aurora? These would be very important to know and should be considered before hiring.

The president of Aurora seems to be vigilant on trends and how his company can succeed. However, he seems to be missing some key information about what he feels will

bring his company success. Before diversifying his company's offerings, he should make sure that the increasing trends of organic products include milk, and include the products that he wishes to start offering. He should also make sure that the products he wants to sell are not being written about as "unsafe" in magazine, and should find out if that is really what consumers think. He should also make sure that anyone he hires to start this new line has some experience in marketing and is not simply someone who had started a company.

+++++

### Essay 7 (Issue):

Some believe that students are less well equipped for college than they used to be. They say that present-day students are inadequately prepared to express themselves in writing or perform tasks that entail quantitative thinking. But they do not realize that college-bound students are instead trained to think more creatively and use resources, like personal computers, that didn't even exist a generation ago.

Which argument do you find more compelling, the case that students are now less well prepared for college or the opposing viewpoint? Explain your position using relevant reasons or examples drawn from your own experience, observations, or reading.

-----

Although there are many more college graduates today than there was a generation ago, the quality and rigor of a college education has been on a decline. Most college graduates today are not held to the same academic standards as they were a generation ago and this may cause some to see these students as inadequately prepared to engage in writing and mathematics.

Since college is an optional education choice, it should be required that all students meet a minimum standard for entrance. Graduation from high school used to fulfill this requirement, but with social promotion and lax grading, a high school diploma no longer means competency in basic English, math, and science. This puts a student at a disadvantage if they are accepted to a college or university.

If this student enters college, he will most likely have to take remedial classes which do not guarantee competency in a real-world environment or the ability to continue on to more rigorous material. It is also known that remedial classes are meant to be in a less stressful and competitive environment as to facilitate learning. However, creating a less competitive environment does not allow the student to have experience in what he would experience in a real-world setting or even in the more rigorous classes. The student becomes accustomed to a low-stress and nurturing environment and finds it hard to cope in more competitive classes.

These competitive classes in the sciences are certainly not the most popular with students. Enrollment for those who wish to obtain a bachelor of art far outnumber those who are enrolled for a bachelor of science. This discrepancy in enrollment can be traced back to high school and the requirements of graduation. A student who was not compelled to excel in a hard subject is not likely to start on that path now. Many of these students may choose to major in politics, sociology, or art because math and science is not required for graduation. There may be many college graduates, but how many of them use correct grammar or can make a family budget?

Supporters of today's education will say that students are more creative and can use computers to learn. That may be true, but if the best jobs require basic math skills, knowing how to use a computer is useless. It is a bad idea to replace basic skills with computer use or creative thinking. One must know how something works before they can fix it. Graduating college without being held responsible for basic knowledge should be unacceptable.

Although it would take many years to change the thinking of colleges and universities and to change the curriculum of high schools, it would be worthwhile. Presently, we are misleading students by graduating them without a proper foundation for college and beyond.

+++++

### Essay 8 (Argument):

The following appeared in the editorial section of a Bedford Falls newspaper.

"A recent nationwide study of high schools reveals that the percentage of students who graduate on time is higher for private schools than for public schools. For this reason, Bedford Falls parents who want their children to graduate high school on time should send their children to private schools."

Discuss how well reasoned...

+++++

This advertising agency recently ran a successful advertising campaign that helped an apparel company become more recognized. Because of their success, as outlined by two surveys, the company claims it is one of the most effective in the industry. There are some flaws with this claim that need to be analyzed.

The first is how do they know they are effective? This company claimed that one survey showed only 8 percent of non-golf fans heard of this particular clothing company. After the advertising agency was hired, another survey was issued and showed that 80 percent of the respondents have heard of the clothing company. However, the second survey did

not explain who was answering. Was it also non-golf fans or was it all golf fans? A more trustworthy conclusion could be reached if this information was given.

Once the results of the survey were recorded, it would also be advisable to compare the responses to another survey taken about a comparable clothing line advertised by another advertising company. If these same people have only heard of the original company's line and of no other, the conclusion of this company's success is more believable.

We are also told that the ads included a golf spokesman that went on to win a major professional tournament and was the youngest golfer ever to win this tournament. Although the ads were successful, the advertising company failed to mention that part of their expertise is picking the right spokesman. If this company included more evidence that the spokesmen they pick are consistently better than their competitor's choices, their argument would be more compelling. Just saying that they are successful despite the success of the spokesman is not convincing.

Although this advertising company is correct in saying that they are an effective company, they need to show better evidence proving that. Comparing their success against another company's success is one way. Talking more about how they choose advertising elements better than their competitors is another. Conducting more thorough surveys with comparative demographic groups is another. Doing all of these things should create a more compelling argument about their success in advertising.

+++++

#### Essay 9 (Issue):

"Consumers need to be protected from companies that make deceptive claims in their advertising. However, companies should always be allowed to make truthful claims, even if those claims could be misunderstood by some consumers."

Discuss the extent to which you agree with the opinion above. Support your point of view with...

-----

It is well known that some companies will try to sell their product to more people by making claims that, although may have some truth to it, are not likely or what most people would experience. There are some groups that believe that consumers should be protected from companies that make such claims. However, there are groups that would agree with consumer protection but would also agree with a company having the right to make truthful claims, even if it may be misunderstood by the consumer.

Generally, most consumers would agree that they should be protected from misleading claims. This can be seen in the popularity of credit cards that will refund an item for you or in the purchase of extended warranties. Even though the product may have a good

reputation, the consumer wants to be assured that the product will last as long as it claims or perform as well as it should.

Of course, there are also consumers that do not have such trepidations about products that are not market tested. These people may be considered impulse buyers and may frequently purchase items on television from a commercial. There are also consumers who are desperate and will try anything to achieve their desired result. This can be seen by people who will buy almost any diet because they want something to help them finally lose weight.

Because there are various types of consumers who have different levels of fear of what they buy, not all need outside protection to prevent them from making a bad purchase. However, because it seems more moral and socially acceptable to care for your fellow man, most will agree that consumer protection is just an added benefit to the purchasing experience. This added benefit will protect those that need to take that extra minute to consider their purchase. The problem of this arises when consumer protection goes too far and companies that market the products feel their rights are being imposed upon.

Consider the previous example of weight loss products. If a company claims that their pills will help you lose 20 pounds in two weeks, most will believe it is false. There will be some that will be desperate enough to believe the claim and buy the product. If a consumer protection act demands that a warning be placed prominently on the product stating that the product is most likely not going to help you lose 20 pounds in two weeks, the consumer benefits from not having to spend his money while the company suffers because no one will buy their product. What the company would really want is to be able to say that this product will help you lose weight. The company would want to be able to make that claim because there is a one in a million chance that this particular pill will help you lose weight. Since a one millionth chance is a chance, the claim would technically be true.

However, how fine of a line will there be drawn about what is truth and what is unlikely? That is where these protection acts or laws come into effect. It is a good thing to enable a company to make money and make claims that are true. However, it should be considered bad business or deceitful to be able to make claims that are very unlikely to happen. Therefore, companies should not be able to claim such unlikely events about their products. It gives those who cannot control their urge to spend a chance to think it over and it gives those who are desperate for something to work a chance to figure out their odds of success. For the rest who can make sound purchasing decisions, it is only an added benefit in case they slip up and become enthralled by the advertisement.

+++++

## Essay 10 (Argument):

The following appeared as part of an advertising agency's promotional brochure.

"Our service, which includes both designing and placing advertisements, is by far the most effective in the industry. For instance, we recently designed and placed a series of advertisements for an apparel company using a professional golfer as a spokesman. Before the series of ads, a survey showed that only 8 percent of people who described themselves as non-golf fans had heard of the apparel company. After the series of ads, despite the golfer making national headlines by becoming the youngest golfer ever to win a major professional tournament, over 80 percent of people from a second survey had heard of the apparel company."

Discuss how well-reasoned you find...

---

This argument states that the area's economic difficulties will be resolved this summer because last year, there was an increase in tourism and the national economic situation is more favorable this year. The author should not jump to the conclusion that all the area's economic difficulties are about to be erased for a few reasons.

The first is that he cannot assume that a boom in tourism last year will mean a definite increase this year. There are many reasons why the increase in tourism could have occurred. There could have been an event that took place in that area that will not occur again this summer. If the event is what caused the increase, then he should not expect another increase. It is also possible that there was some kind of special deal or package put together by an outside group that increased the tourism temporarily. If this group does not offer this package again, he cannot expect an increase in tourism again this summer.

The second problem with his reasoning is that the 500% increase in tourism he speaks of was apparently only at one resort. He can't possibly assume that a 500% increase at one single resort will bring in enough revenue to the whole area. Since it apparently had not fixed the economic problem last summer, the same amount of tourism will not help the economy this summer. This will become more apparent if that said resort is not offering the same incentives as it did last summer to bring in such an increase.

The third problem is that he assumes that an increase in the national economic situation will translate into increased tourism, specifically in his area. To what extent is the increase? If it is only a very small amount, he cannot expect tourism to increase so much that it repairs the economy of the area. He also cannot assume that extra money in someone's pocket means that they will spend it. If the economy is favorable, but everyone decides to save all of the extra, there will be no or even less of an increase in tourism.

The last problem is that he assumes tourism alone will save the economy of the area. If it is the case that there is only one seaside resort that makes a profit, he can't expect that resort to fix the economy. There would have to be more than one attraction in the area

that allows tourists to spend money. If all the tourists are tied up to one place, there will not be a significant cash flow. Perhaps if he had stated that there were new attractions being built or that the older ones are being revamped are already booking to capacity, then he may be correct in assuming that the economic woes will be alleviated.

Although the author is excited to see that the national economy is up and that there was a large increase in tourism last year, he should not expect the same result again this summer. He should also not expect to see any changes in the economy until he sees many places in the area booking events and hotels to capacity. If he were to show that most rooms are already booked, new hotels are being built to accommodate the demand, and new attractions are being built, then his argument would be much more believable and should expect an increase in tourism.

+++++

### Essay 11 (Argument):

Read the statement and the instructions that follow it, and then make any notes that will help you plan your response. Begin typing your response in the box below the instructions. You have 30 minutes in which to complete the essay.

“Without new ideas, any society will stagnate. New ideas can only be introduced in a society that permits freedom of expression. Therefore, if a society is to thrive, all limits on freedom of expression should be eliminated.”

Discuss how well-reasoned you find this argument. In your discussion, be sure to analyze the line of reasoning and the use of evidence in the argument. For example, you may need to consider what questionable assumptions underlie the thinking and what alternative explanations or counterexamples might weaken the conclusion. You can also discuss what sort of evidence would strengthen or refute the argument, what changes in the argument would make it more logically sound, and what, if anything, would help you better evaluate its conclusion.

---

The author of this argument claims that new ideas are what keeps a society from becoming stagnant. He also believes that new ideas are only found in societies that value freedom of expression, and because of this truth, all limits on freedom of expression should be eliminated. On the surface, this argument sounds good. However, further examination of his reasons will show that these are only assumptions and not truths.

The author's first sentence seems correct; new ideas help bring change. However, he fails to compare new ideas to good ideas or ideas that will benefit society. There are many ideas out there and some of them will not help society move forward. For example, Hitler's attempt to take over the world was a new idea for his society. Obviously, it turned out to be a bad idea and caused much suffering to many people, including his own citizens. Another example might be the Salem witch trials and witch hunts. The new idea

was to rid society of evil witches, but turned out to cause more harm than good when the policing and executions went out of control. It may have seemed like a good idea at the time, but had turned out to thwart the prosperity of that group.

The author also claims that new ideas are "only" available in societies that permit freedom of expression. Clearly that is not true. There are many dictatorships that try "new ideas," but do not come from the people, but the dictators themselves. An example is Cuba's rule that citizens are not allowed to enjoy their own beaches, but tourists and foreigners can. This example also shows that a new idea can actually limit freedom of expression. Therefore, the author cannot claim that new ideas can "only" be introduced in societies with freedom of expression.

Lastly, the author claims that because new ideas seem to only make an appearance in societies that value freedom of expression, if any society wants to thrive, they must remove all limits on freedom of expression. This statement also sounds great to those who want to live in a utopic society. However, the author must realize that a group of people cannot exist without boundaries in a peaceful manner. History has shown time and time again that there will be someone who wishes to take control or cause chaos. Anarchists, for example, will take the new unlimited forms of expression to new extremes. Perhaps they will find that burning down your house is their way of expressing fear. Or terrorists will find comfort knowing that the society they prey on will understand that when they destroy a city, it is because they are expressing their idea of anger and change.

It seems that the author is trying to make a statement about freedom of expression and how new ideas will benefit society. However, without examples of what ideas he is talking about or what he means by stagnate and thrive, the reader will be left to wonder if he is versed enough in history or world news to understand that not every person or society will use freedoms in positive and constructive ways.

+++++

## Essay 12 (Argument):

Prompt: "Any political organization that advocates the use of violence to achieve its goals should be prohibited from operating within our nation. Such groups are detrimental to society since violent, short-term solutions can only lead to more serious long-term problems."

Assignment: Discuss how well-reasoned you find this argument. In your discussion, be sure to analyze the line of reasoning and the use of evidence in the argument. For example, you may need to consider what questionable assumptions underlie the thinking and what alternative explanations or counterexamples might weaken the conclusion. You can also discuss what sort of evidence would strengthen or refute the argument, what changes in the argument would make it more logically sound, and what, if anything, would help you better evaluate its conclusion.

Answer:

The argument presented states that political organizations should not be allowed to operate in this country if they advocate violence because short-term solutions such as this will not change anything. However, there are some assumptions and conclusions that need to be examined.

The first is that the author assumes that prohibiting an organization will automatically stop it from functioning. It is well known from history that if an organization wants to exist, it will. Alcohol was banned from this country, but that did not stop many groups and gangs from making and distributing alcohol. Therefore, if there actually was a political organization that wanted to exist, it would do whatever it could to stay alive, even if that means secret meetings underground or other covert ways of communicating. There are also consequences to consider when banning groups. If there was an actual unjust in the country, would the author be more inclined to allow violence? It would help to understand why banning groups is a more favorable action than allowing them to exist.

Next, the author states that this rule would only apply to political organizations. Does this mean that, for example, a violent group under the guise of religion can operate freely? This would mean that a terrorist organization that claims its religious roots is allowable, while a political group will be banned. It would make a much more compelling argument if the author would clarify if he actually wants only violent political organizations banned or any violent organization banned.

The author also states that violent political groups are detrimental to society. The real question is "what is going on in society?" If in fact, the government was becoming too powerful, and turning against its own citizens, which group is more detrimental? It would seem that the corrupt government was the more detrimental because it controls the fate of more people. An uprising against an unjust government should be seen as favorable, just as the Storming of the Bastille had sent the message to the government that the citizens had enough. Anyone can say that those citizens were violent in their actions when they broke down doors and stole grains and food rations. But we also must consider the level of violence. Certainly, if the government is starving its own people, a few broken doors is nothing in comparison to a bloody civil war.

The author also mentions that these types of violent actions are not real solutions and can lead to long-term problems. There are many examples in history of violence leading to a long-term solution. Most of these examples can be drawn from peoples who were enslaved by imperialists or those seeking freedom. One example is the American Revolution. In order to free themselves of the Crown, the Americans had to fight the English, and win, in order to become their own nation. Without this long-term, violent solution, England would be much bigger.

In conclusion, the author has a good argument. Violence can be seen as detrimental to society. However, he must explain the level of violence that is not allowed and under what circumstances. He must also clarify if only political organizations can't be violent. Explaining these points will help bring a more convincing argument to the reader.

+++++

Essay 13 (Issue):

Read the statement and the instructions that follow it, and then make any notes that will help you plan your response. Begin typing your response in the box below. You have 30 minutes in which to complete the essay.

“Some have argued that the salaries of corporate executives should be linked to those of their lowest-paid employees. This, they argue, will improve relations between management and workers, reducing costly labor disputes and increasing worker productivity. What these people overlook, however, is that these high salaries are necessary to attract the best managers, the individuals whose decisions have the greatest impact on the overall well-being of the company.”

Which do you find more compelling, the contention that worker and executive salaries should be linked, or the response to it? Support your position with reasons and examples from your own experience, observations, or reading.

---

The high salaries of corporate executives has been a point of contention for some people. There seems to be some people who think that corporate executives are paid too much, as well as some who think they are paid fairly. I believe that corporate executives should be paid fairly even if that translates into being the top paid employee of the company.

Those that believe that corporate executives are paid too much probably have not looked in to what executives do for the company. Executives are more than a bunch of guys who fly around in private jets and wear expensive suits. Executives are what give a specific company life; they must emulate the core values of the company as well as make decisions that take the company in that direction. In order to be able to do that, an executive must possess skills, either learned or innate, that will enable him or her to make important decisions. In order to attract the most capable and talented decision makers, a company will offer generous salaries to those people, and perhaps perks that other companies won't offer.

However, the critics of executives will say that an executive's job is fostering relations between management and workers and increasing productivity. This is incorrect. This type of mediation is the job of a middle manager whose task is to manage a section of the company and work with other similar sections to produce results. It is not the job of an executive to solve conflicts between managers and workers.

Critics of executives will also make suggestions on how much a company should pay an executive. Some say that an executive should be paid similarly to the company's lowest paid employee. These critics say that doing this will also reduce costly labor disputes. I cannot see why this would help labor disputes besides freeing up some money to distribute to workers. There is a hierarchy of salaries for a reason. This reason is that the

more skilled someone is, the more they are paid. By paying an executive the salary of the lowest paid employee, the message that is sent is that this particular company does not value skills. In fact, this type of pay scale would insult most people who would like to move up in their company. They may ask what is the point of acquiring more skills if they will get paid the same or less.

To attract the best and brightest minds to a company, they must be paid well. In order for someone, who will be responsible for many important decisions, to feel valuable and appreciated for their ability, they must be paid well. There should not be any other reason to pay an executive less or pay them the lowest salary available.

+++++

#### Essay 14 (Issue):

”Primary and secondary education should focus on training students for the highly specialized jobs of the future, rather than on providing them with a broad range of non-specific skills and information.”

Assignment: Discuss the extent to which you agree or disagree with the opinion expressed above. Support your position with reasons and examples from your own experience, observations, or reading

Answer:

The goal of education is generally to prepare students for a career in the future. Some people think that the goal of education should be to present the student with a broad range of subjects so that they have knowledge of many different fields. Others think that the goal of education should focus the student on a specific field because careers of the future are highly specialized. Although both sides have good reasons, I believe that education should not focus on one field and should be broad and general.

Traditionally, a high school or college education means a student studies liberal arts. This type of education includes math, English, sciences, arts, and sports. This is supposed to create a worldly student who is knowledgeable of many areas of interest. After experiencing these general topics, the student can select a concentration that interests them and learn more about that particular subject.

Although this type of traditional education does not prepare a student for a specific job, it allows the student to experience many fields. In the future, the student can apply for an entry level position in a field that interests them and gain the experience necessary while on the job. On the job experience cannot be learned in the classroom and can be more valuable than similar ideas learned in school.

Having to choose a career early in life is not something that many people can say they are prepared to do. There are not many people who can say that they always knew what they

wanted to do when they grew up. Because many people can change their career aspirations year to year when they are young, a general education is best suited for the masses. If a student is sure that they would like to pursue engineering, they can still do so at most universities.

This does not mean that schools should not offer competitive majors and concentrations for those students who know what they would like to pursue. Schools should continue to offer the traditional education for the majority of their students as well as offer modern degrees and certificates for careers and fields that require specialized training.

Schools that only offer training in specialized fields should also not be considered a traditional college or university. Since it has never been the goal of a college or university to offer specialized training, these schools should remain separate from schools that offer traditional academia. Not only does this designation clarify what kinds of concentrations are available from that particular school, but it also helps employers know what kind of education the student has. If it is in the best interest of the employer to employ students from schools that offer specialized training only, then these schools could be justified in offering such a narrow educational selection.

In general, schools should continue to offer liberal arts as the foundation of education. This allows the student to gain knowledge in areas other than their own interests, to gain knowledge in other fields, and to strengthen their decision of what career to choose.

+++++

The end!