



GMAT

Analysis of an Argument

Phoebe

ThankU

Content

- **Introduction**
- **Significance**
- **Preparation tips**
- **Seven**
- **Case study**
- **Suggestion/Summary**

ThankU

Argument--introduction

- 改革
- 30min
- 第一位
- 逻辑问题分析
- 驳论
- 注重读题(logic chain)

- The following appeared in a memorandum from the Director of Human Resources to the executive officers of Company X.
- “Last year, we surveyed our employees on improvements needed at Company X by having them rank, in order of importance, the issues presented in a list of possible improvements. Improved communications between employees and management was consistently ranked as the issue of highest importance by the employees who responded to the survey. As you know, we have since instituted regular communications sessions conducted by high-level management, which the employees can attend on a voluntary basis. Therefore, it is likely that most employees at Company X now feel that the improvement most needed at the company has been made.”
- 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.

Prep tips



- 1. Recite the outlines;
- 2. Prepare essay frames;
- 3. Write as many essays as possible according to your conditions;
- 4. Read and recite sample essays and the materials;
- 5. Learn to revise your own essays according to the following checklist:

- 1). 是否针对题目写作，有没有跑题？
- 2). 结构是否合理，有无完整的开头、正文（2到3段）和结尾？
- 3). 是否在开头段提出了自己的立场？
- 4). 中间段落每段是否有主题句（topic sentence）？
- 5). 中间段落每段是否用事例或理由支持该段的主题句？
- 6). 是否使用连接词使文章上下文连贯、通顺？

- 7). 每段是否有句式变换?
- 8). 结尾段是否总结了自己的理由并重申了自己的立场?
- 9). 语言方面是否有下列错误: 大小写错误、标点符号错误、拼写错误、串句、错位修饰、排比错误、主谓语不一致、定语从句错误、时态错误、名词单复数错误、搭配错误、词性错误、用词不当, 等等。

Seven

- 第一宗罪：无因果联系
- The author commits a fallacy of causal oversimplification. The line of the reasoning is that because A occurred before B, the former event is responsible for the latter. (The author uses the positive correlation between A and B to establish causality. However, the fact that A coincides with B does not necessarily prove that A caused B.) But this is fallacious reasoning unless other possible causal explanations have been considered and ruled out. For example, perhaps C is the cause of these events or perhaps B is caused by D.

第二宗罪 Insufficient-sample

- The evidence the author provides is insufficient to support the conclusion drawn from it. One example is logically unsounded to establish a general conclusion (The statistics from only a few recent years are not necessarily a good indicator of future trends), unless it can be shown that A1 is representative of all A. It is possible that.... In fact, in face of such limited evidence, the conclusion that B is completely unwarranted.

第三宗罪: 错误类比 (based on a false analogy) <横向>

- The argument rests on the assumption that A is analogous to B in all respects. This assumption is weak, since although there are points of comparison between A and B, there is much dissimilarity as well. For example, A..., however, B.... Thus, it is likely much more difficult for B to do...

第四宗罪: all things are equal

<纵向>

- The author commits the fallacy of “all things are equal”. The fact that happened two years ago is not a sound evidence to draw a conclusion that.... The author assumes without justification that the background conditions have remained the same at different times or at different locations. However, it is not clear in this argument whether the current conditions at AA are the same as they used to be two years ago. Thus it is impossible to conclude that....

第五宗罪： Either-Or choice

- The author assumes that AA and BB are mutually exclusive alternatives and there is no room for a middle ground. However, the author provides no reason for imposing an either-or choice. Common sense tells us that adjusting both AA and BB might produce better results.



第六宗罪: survey is doubtful

- The poll cited by the author is too vague to be informative. The claim does not indicate who conducted the poll, who responded, or when, where and how the poll was conducted. (Lacking information about the number of people surveyed and the number of respondents, it is impossible to assess the validity of the results.)

第七宗罪: gratuitous assumption

- The author falsely depends on gratuitous assumption that.... However, no evidence is stated in the argument to support this assumption. In fact, this is not necessarily the case. For example, it is more likely that.... Therefore, this argument is unwarranted without ruling out such possibility.

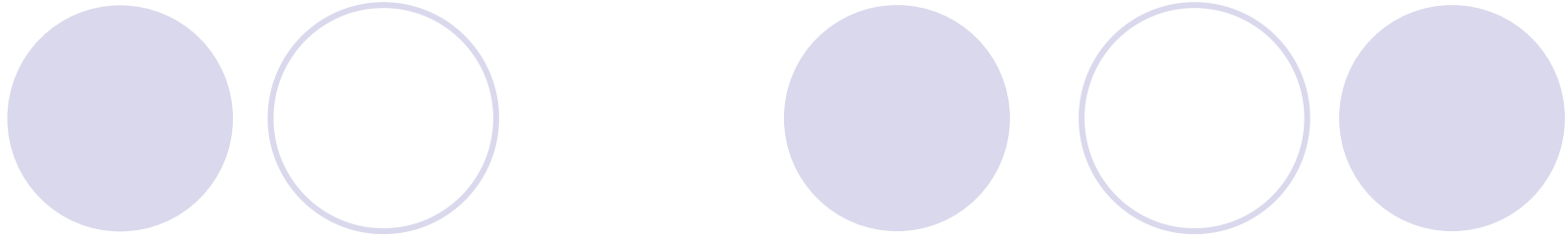
Language Skills



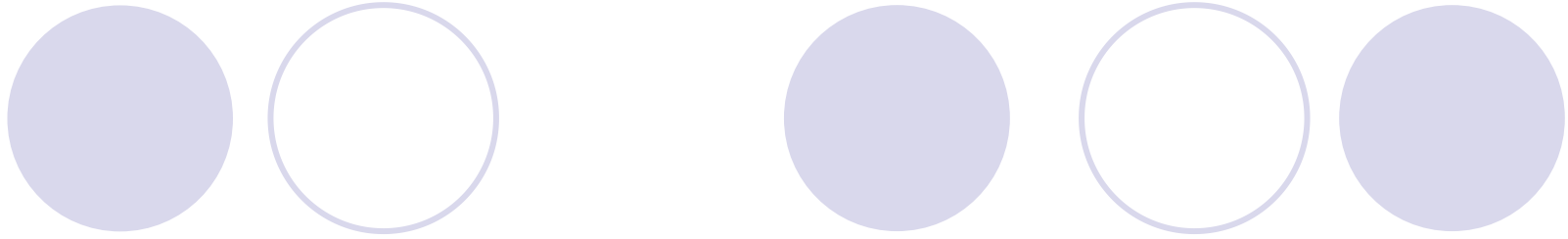
- Vocabulary Variety
- Sentence Variety
- Parallel Structure
- Attributive Clause
- Pronouns
- Punctuation Marks

- Change: Beijing's streets are crowded with taxis, company cars and private vehicles owned by the newly affluent. The number has been rising rapidly in the last few years. The latest statistics show there are now 1.2 million vehicles in Beijing alone.
- T Taxis, company cars and private vehicles owned by the newly affluent have crammed Beijing's streets in rising numbers in the last few years--1.2 million vehicles at last count.


- Change: It was quite obvious at that time that IQ equals intelligence. Since then, however, many people have seriously criticized the idea.
- T The idea that IQ equals intelligence seemed obvious at the time but has since come under much criticism.

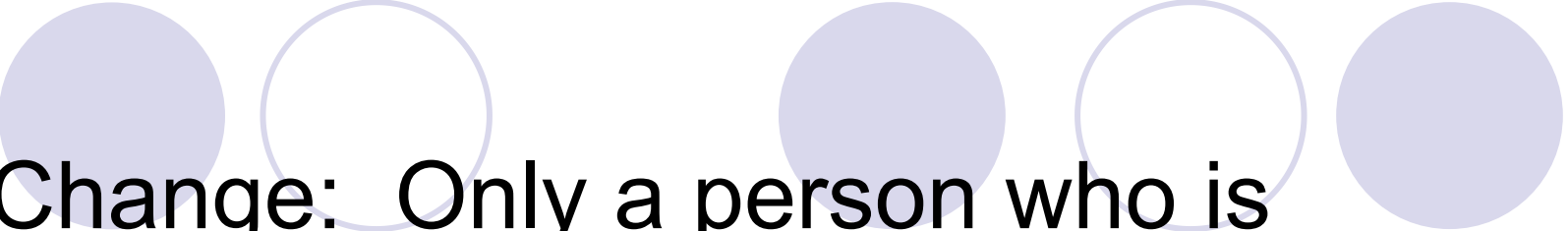


- Change: He retired respected by his associates, admired by his friends, and his employees loved him.
- T He retired respected by his associates, admired by his friends, and loved by his employees.

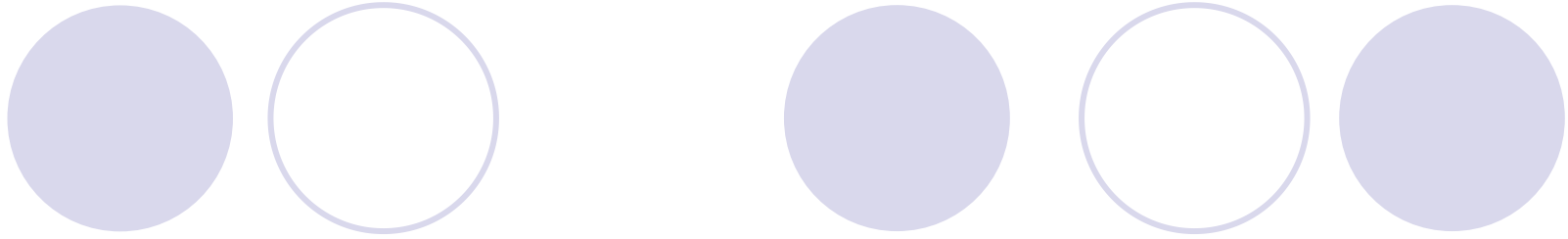


- Change: The sentences are difficult to understand, not because they are long but they are obscure.
- T The sentences are difficult to understand, not because they are long but because they are obscure.

- 
- Change: It is a truth that is universally acknowledged that a single man in possession of a good fortune must be in want of a wife.
 - T It is a truth that is universally acknowledged that a single man in possession of a good fortune must be in want of a wife.

- 
- Change: Only a person who is oblivious to the facts of modern life would doubt the need of vocational education today.
 - T Only a person oblivious to the facts of modern life would doubt the need of vocational education today.

- Change: He wanted his teachers to think he was above average, as he could have been if he had used it to advantage.
- T He wanted his teachers to think he was above average, as he could have been if he had used his ability to advantage.



- Change: My sister is a biology teacher, it is a profession I know nothing about.
- T My sister is a biology teacher, but the teaching of biology is a profession I know nothing about.

时地全等:

- The argument is based on the current situation, but present conditions need not continue in the future if they can be improved. What if oil tankers can be redesigned so that they pose less risk of an oil spill? In that case, the argument is weakened because...

忽略他因：

- A conclusion may be weakened when another explanation at least as compelling as the original is offered. Coffee consumption may have decreased over the decade for some reason other than consumers' awareness of the adverse health effects of caffeine. If the price of coffee has increased in the same period that consumption has decreased, then the decrease may well be the result of consumers' attention to price rather than their attention to health. Higher prices would offer a good alternative explanation that would weaken the original explanation.

- If a factor other than the economy could account for the differences in agricultural production, then the argument is weakened. If the two countries grow different kinds of crops that may react differently to the same climatic conditions, then the types of crops, rather than economy, could be responsible for the differences in production.

错误类比:

- **Since** the company reporting the greater number of job-related accidents also considers more types of accidents to be job-related, **the basis of the comparison is weakened and so is the argument.**

无理假设：

- The argument assumes that any problem with a product would cause a bottleneck or a delay in production. It is entirely possible that there might be flaws that might not cause such problems; thus the assumption is questionable.

- The conclusion relies upon the supposition that lawyers who currently advertise charge the consumer less than other lawyers for the same legal services. What if this does not continue to hold true? If more lawyers begin to advertise, they may not charge any less for their services than they did previously, and they are, given the supposition, likely to be more expensive than those who currently advertise. In this case, increasing the number of lawyers who advertise would not lower overall consumer legal costs.

- What assumption does Sharon make in putting together her argument? Sharon makes an equalizing statement about people and their acquaintance when she points that, if an average person knows 50 workers, at least one of them is likely to be unemployed. Sharon's generalization must assume that this is the case equally throughout the country and that unemployment is not concentrated in some geographically isolated areas.

样本不足：

- The argument is weak because it makes a generalization on the basis of only one example. Any example of a volcanic eruption that was not followed by a cooling of the atmosphere **weakens this argument**. The example of the eruption of EI in 1982, which resulted in higher than normal air temperatures, **contradicts the generalization of cooler temperatures following volcanic eruptions**.

- The argument generalize from the number of last year's job-related accidents at the two companies to a continuing reduced likelihood of such accidents at the one company. Specific information that suggests that the one company is inherently a safer place than the other would support the generalized argument.

Case study

- Example:
- The following appeared in the editorial section of a local paper.
- "Applications for advertising spots on KMTV, our local cable television channel, decreased last year. Meanwhile a neighboring town's local channel, KOOP, changed its focus to farming issues and reported an increase in advertising applications for the year. To increase applications for advertisement its spots, KMTV should focus its programming on farming issues as well."

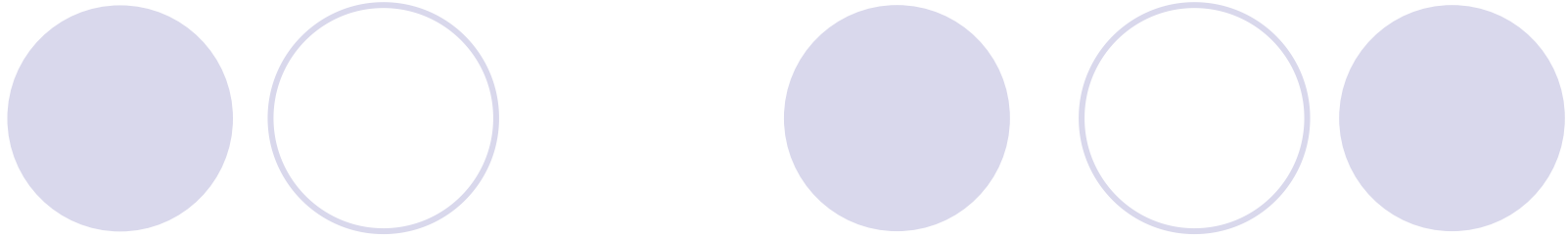
- The following appeared in a memorandum from a member of a financial management and consulting firm.
- “We have learned from an employee of Witful Ltd. that is accounting department by checking about 10% of the last month purchasing invoices for errors any inconsistencies saved the company some \$10,000 in over-payments. In order to help our clients increase the net gains, we should advise each of them to institute a policy of checking all purchasing invoices for errors. Such recommendation could also help us get the Witful account by demonstrating to Witful the regresses of our methods.”

- The following appeared in a memorandum from the owner of Carlo's Clothing to the staff.
- "Since Disc Depot, the music store on the next block, began a new radio advertising campaign last year, its business has grown dramatically, as evidenced by the large increase in foot traffic into the store. While the Disc Depot's owners have apparently become wealthy enough to retire, profits at Carlo's Clothing have remained stagnant for the past three years. In order to boost our sales and profits, we should therefore switch from newspaper advertising to frequent radio advertisements like those for Disc Depot."

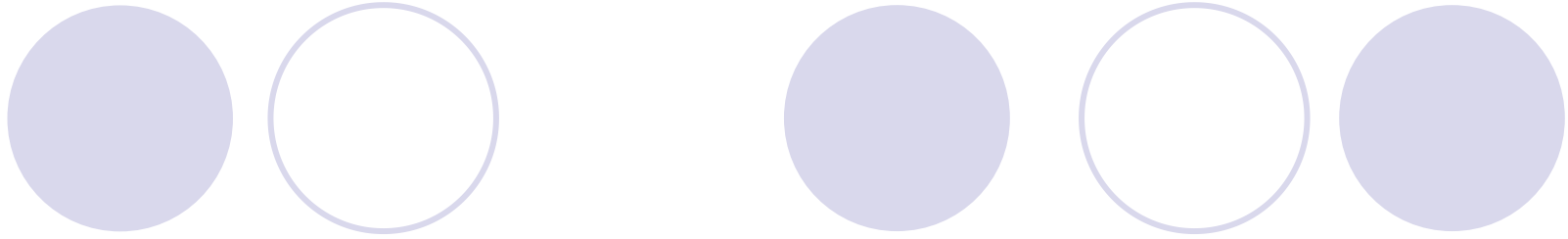
Argument结尾段模式训练

- The following appeared in a letter from a staff member in the office of admissions at Argent University.

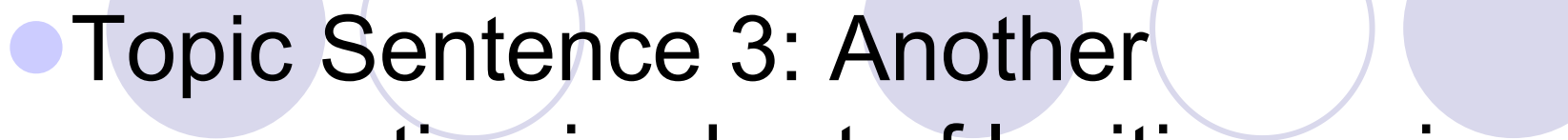
- “The most recent nationwide surveys show that undergraduates choose their major field primarily based on their perception of job prospects in that field. At our university, economics is now the most popular major, so students must perceive this field as having the best job prospects. Therefore, we can increase our enrollment if we focus our advertising and recruiting on publicizing the accomplishments of our best-known economics professors and the success of our economics graduates in finding employment.”



- Topic Sentence 1: First, the argument is based on a gratuitous assumption that students throughout the country must perceive economics as having the best job prospects because economics is the most popular major at Argent University.



- Topic Sentence 2: Second, the arguer overemphasizes the importance of economics major and ignores other possible factors that may contribute to the enrollment.

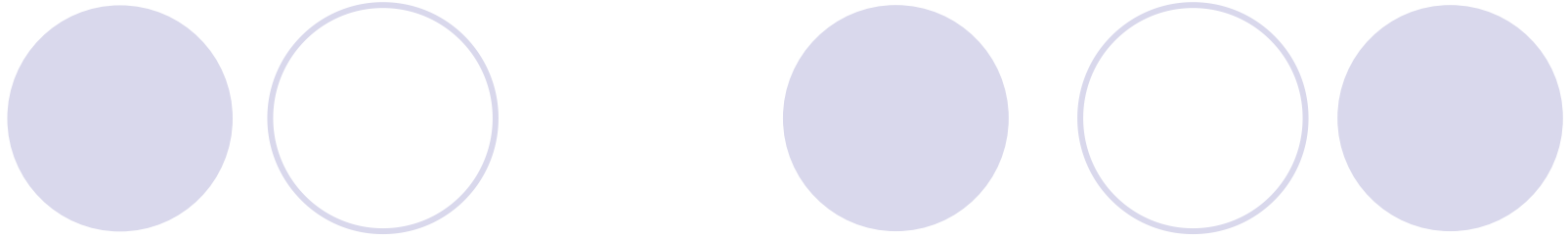
- 
- Topic Sentence 3: Another assumption in short of legitimacy is the causal relationship claimed between publishing the accomplishments of Argent's best-known economics professors as well as the success of its economics graduates in finding employment and the enrollment increase.

结尾段

- In conclusion, the argument is unconvincing because the arguer oversimplifies both the problem and its possible solutions. To strengthen the argument, the arguer would have to provide evidence that the economics is indeed the most attractive major for undergraduates all over the country. To better evaluate the argument, we would need more information about the present enrollment situation of both the economics field and other fields at Argent University as well as other possible effective means for promoting enrollment.

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● **Practice makes
perfect.**

Thank you!