***Writing for Professionals/Midterm***

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***Name***

In all 3 of the following sections please confine your answers to the spaces provided.

I.

Define the following terms as they relate to professional writing. Use 1 to 2 ***complete*** sentences.

Abstract

Succinct

Syllogism

Ad hominem

Rhetoric

Premise

Credibility

Metaphor

**II.**

Discuss the following questions succinctly in two to three sentences each.

1. In constructing an argument, what is a logical fallacy? Why should it be avoided?
2. Why is context important? How does it influence your argument?
3. What are the five main parts of an argumentative essay according to the online tutorial? It should have at least what 3 parts?

**III.**

Discuss three of the following questions in the space provided.

1. American college campuses have been called marketplaces of ideas where the exchange of such ideas depends on free speech, all as essential ingredients of learning. Should all ideas be exchanged? Why or why not?
2. Discuss the “tragedy” in the “Tragedy of the Commons”. How is it a metaphor for irony? Explain how utility “maximization” can lead to “deprivation”. A metaphor is a term that is used as a substitute for another term in order to convey an image to the audience. Can the term or concept of “commons” be a metaphor for something else? If so, what? What about the term “tragedy”? Why is it such a good model for writing?
3. Explain how an effective argument in the field of professional writing can have an impact on its audience. Does it require facts? Discuss some of the elements of effective writing that we have covered so far. These include logical reasoning, empathy, development of an argument or thesis, and support of the thesis statement.
4. The Benjamin Barber article discusses the Rutgers educational program proposed by President Edward Bloustein. It would include a program of citizen education and community service. Why do you think Bloustein believed that such a program would help to solve the crisis in modern education? What was that crisis? Do you agree or disagree with him?