

GMAT考试写作指导：Argument范文七八 PDF转换可能丢失  
图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/127/2021\\_2022\\_GMAT\\_E8\\_80\\_83\\_E8\\_AF\\_95\\_c89\\_127627.htm](https://www.100test.com/kao_ti2020/127/2021_2022_GMAT_E8_80_83_E8_AF_95_c89_127627.htm) 12. The conclusion of this

argument is that advertising the reduced price of 0selected items in the Daily Gazette will result in increased sales overall. To support it, the author cites an informal poll conducted by sales clerks when customers purchased advertised items. Each time one or more of the advertised items was sold, the clerks asked whether the customer had read the ad. It turned out that two-thirds of 200 shoppers questioned said that they had read the ad. In addition, of those who reported reading the ad, more than half spent over \$100 in the store. This argument is unconvincing for two reasons. To begin with, the authors line of reasoning is that the advertisement was the cause of the purchase of the sale items. However, while the poll establishes a ion between reading the ad and purchasing sale items, and also indicates a correlation, though less significantly, between reading the ad and buying non-sale t does not establish a general causal relationship between these events. To establish this relationship, other factors that could bring about this result must be red and eliminated. For example, if the four days during which the poll was conducted preceded Thanksgiving and the advertised items were traditionally associated with this holiday, then the results of the poll would be extremely biased and unreliable. Moreover, the author assumes that the poll indicates that advertising certain sale will cause a general increase in sales. But the poll does not even address the

issue of increased overall sales. it informs us mainly that, of the people who purchased sales items, more had read the ad than not. A much clearer indicator of the ads effectiveness would be a comparison of overall sales on days the ad ran with overall sales on otherwise similar days when the ad did not run. In sum, this argument is defective mainly because the poll does not support the conclusion that sales in general will increase when reduced-price products are advertised in the Daily Gazette. To strengthen the argument, the author must, at the very least, provide comparisons of overall sales reports as described above. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)