

# Article rebuttal

[Business](#)



The article I selected to for the rebuttal is The Death of Global Warming Skepticism, or the Birth of Straw Men? (Taylor, . The of the article does not believe in the information available regarding global warming. He stated that the new proof that the global warming activists are advertising is false. Evidence was presented by a renounce Berkeley professor, Richard Muller. He believes that global warming is real because two-thirds indicate warming temperatures and one-third indicate cooling temperatures (Taylor, 2011). Other scientists such as Anthony Watts have found flaws in the Muller study because his theory does not add any value to the controversy since he does not focus on finding out whether humans are critical variable causing global warming.

Global warming is a hot business topic because the governmental environmental regulators are getting stricter as time passes and are imposing new regulations that increase the costs of the company in order to implement the EPA mandates. During the 1990s when the topic of global warming became mainstreamed it was discussed as a threat to society and the government propaganda focused on blaming pollution from cars and industrial activity as the main cause of this phenomenon. Since then society has also realized that deforestation is a major contributor to global warming. The world is using too much paper and they a cutting down trees at an alarming rate. There are technological solutions on the way to lower the dependence of wood to create paper. An innovative company called Papyrus Australia invented a patented technology to produce paper out of the trunks of banana trees. Banana plants are a renewable source.

The article lacked substance and critical solutions to the problem of global warming. The author's arguments were irrational and they failed to bring any <https://assignbuster.com/article-rebuttal/>

relevant new information to the table. The effect of the problem on humanity was not clearly identified. In my opinion the author should have focus more on finding solutions to the problem and stating the types of behavioral changes that have to occur from humanity to lower the effect of global warming and possibly eradicate the problem in the near future. Despite my criticism of the article there was some information that added some value to the discussion of the global warming topic. The author used some historical perspective on the topic which is always a good writing technique. I learned about the existence of a little Ice Age that occurred between 1300 A. D. and 1900 A. D. There were also some quotes from prominent scholars within the article that were interesting. Overall the cons of the article outweigh the pros. The writer of the article has to learn that readers are tired of rhetorical arguments to problems that affect the business society. People want solutions to the problems that affect the world and they want to learn how individuals and business organizations can contribute towards making this world a better place. Global warming is a serious problem and it must be discussed in a more analytical manner.

#### References

Taylor, J. (2011). The Death of Global Warming Skepticism, Or the Birth Of Straw Men? Forbes. Retrieved November 12, 2011 from <http://www.forbes.com/sites/jamestaylor/2011/10/26/the-death-of-global-warming-skepticism-or-the-birth-of-straw-men/2/>