

Critique on is your job an endangered species assignment

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He cynically groups workers into two types: Creators, “ones driving productivity”(Kessler 331); and servers, “ones who provide services to creators”(Kessler 311 He depicts servers in a very negative connotation that directly insults the job. When presenting main points, Kessler utilizes various appeals to back up his reasoning. Using Credentials as Enforcement Sleeker’s credentials are important in supporting his claims yet work against his position. The author has previous work experience in chip design and programming, as well as managing a hedge fund.

This shows the audience his knowledge of the workforce and a solid education that makes him credible. Kessler is also a writer for The New York Times making his work well known. His published works in notable journals helps better circulate his message. Beyond his work in writing, Kessler has won the Nobel Prize for economics in 2008 and is a professor of Economics and International Affairs at Princeton University. He has written multiple books, one of which won an award of “Best Business Book”. His perspectives on certain occupations negatively affect the credibility of his work.

Kessler lists “creator’ jobs that are “important” and won’t be taken over by technology. Beginning his “creator’ lists are jobs in chip designing and code writing. This displays the ultimate bias on the author’s part. By labeling himself as part of the elite, the author greatly weakens his argument that server jobs aren’t valuable enough. Grabbing Introduction Kessler effectively grabs the reader’s attention by introducing his article with a controversial assertion. Starting off with the question “So where the heck are all the 330) causes readers to question this themselves.

Most college graduates have trouble when searching for employment. Even with a degree, a massive amount of people are unemployed and have been asking themselves that very question. The author also Uses the word “ heck” to demonstrate personal frustration, and to shock the reader. Kessler uses UN-affective persuasive skills by presenting a logical fallacy. Kessler claims the government has spent 3 trillion in stimulus, resulting in “ all we got were lousy 36, 000 jobs last month”(Kessler 330). This misleading statement is known as false analogy, ultimately hurting the effectiveness of his introduction.

Recent government stimulus has been struttred to help in other areas besides employment. This stimulus serves to provide state tax cuts, as well as business aid. The fast that Kessler believes 2 trillion dollars has been wasted is very UN-relevant and false to assume. Effective Organization Skills “ Is Your Job an Endangered Species displays a very effective structure. Kessler begins with an introduction, giving background information that presents his main beliefs efficiently. Providing reputable data regarding the recent unemployment figures from the Bureau of Labor Statistics account for most of the articles factual support.

His following paragraphs provide examples that “ technology is eating jobs”(Kessler 331). His organization pattern continues by explaining the two types of jobs there are: “ creators and servers”; and effectively describes each term. Kessler goes into detail of the many different “ server” categories there are by giving a productive guide. He divides the service-economy into 5 categories, than provides an explanation and example for each. The guide

is a great organization strategy that makes it easy for readers to understand Sleeker's information.

He concludes his article by restating his beliefs and describing how they will tie into the future, stating, "we are at the beginning of a decades-long trend" (Kessler). This Conclusion wraps up his persuasive article nicely and demands the reader to think about how the idea of job replacement and loss will be an issue of the future. The author uses minimal transitional phrases throughout his article, which are a downfall to his organization. These phrases are essential in a smooth flowing article. Without enough transition phrases it causes the authors work to sound choppy than intended.

Tone Effectiveness The purpose of this article is to persuade readers on the authors belief. This article was published in the wall Street Journal; therefore the reader can infer it has a very formal audience that consists of many business-oriented people. This results in a very professional tone throughout the article; however many informal words in his writing that appeal negatively to the readers emotion. In the body of the article, Kessler writes a guide of the different "server" categories. This entire passage ridicules thousands of respected and hardworking employees mentioned.

Kessler introduces rivers as "unproductive jobs that will 331 To label these people as unproductive is a direct insult to them and their education. Within this guide he labels many jobs offensively: professions in the government and in retail as "slippers", doctors and Lawyers as "sponges", and phone companies as "thieves". This use of name-calling is writing strategy he loads with large logical fallacies. He describes a "sponge" as someone whom just

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absorbs information and doesn't have any real skill. He claims that these trades have some sort of specialized test to limit the number of these professions.

I disagree, these tests are used to make sure people have enough knowledge and skill to go into such a field, not to limit them. To call a doctor, one of the most respected jobs, a " sponge" makes his argument UN-effective and disrespectful. Andy Kessler article " Is Your Job an Endangered Species? " is a literary work that persuades the reader to see how the inclination of technology has taken over a significant amount of occupations. Kessler presents efficient organization skills that help display his information clearly to the reader.