

The purpose of the argument is to persuade readers that the language used today (particularly by young people) is not degrading the English language. What seems like a dumbing-down of the language is actually a sophisticated and creative thing.

The audience is essentially every speaker of the English language--but more importantly those who view it is deteriorating.

The writer mostly uses logical appeal, throwing many existing examples of modern "corruptions" and how their positive effects. He also establishes his credibility by referring to his own research (as a professor) on the matter.

The argument is mainly a logical argument. Because attitudes toward the changing English language is usually rooted in emotions, logic is employed as a means of exposing readers to a different source.

The author is a professor of English and comparative literature at Columbia University. His historical and social knowledge of the English language and his reference to his own research highlight his high credibility on the subject.

The author is the authority on the argument.

The word "like" sprinkled liberally in speech isn't stemmed from hesitation but actually a growing sophistication.

The argument is made with the hopes of changing the social attitudes toward the changes in the English language by drawing on the historical and cultural variety of it.

The argument starts by making a bold and controversial point. It tries to convince the readers of the point and then launches into related points in order to back up the initial point.