

# **PIX2009 Thinking and Communication Skills**

## **Argument Analysis Assignment (20%)**

### **COURSE INFORMATION**

<b>Item</b>	<b>Details</b>
Course Code	PIX2009
Course Title	Thinking and Communication Skills
Assessment Type	Individual Assignment
Percentage	20%
CLO Alignment	CLO2
Submission Mode	<a href="#">Google Site</a>
Submission Format	<a href="#">PDF/Google Doc embedded on the Google Site (Individual Sub-page)</a>

## ASSIGNMENT TITLE

### Critical Analysis of Arguments, Evidence, and Reasoning in Public Communication

#### INTRODUCTION

In today's digital environment, individuals are constantly exposed to arguments presented through news reports, speeches, advertisements, social media posts, and online discussions. However, not all arguments are supported by reliable evidence or sound reasoning.

This assignment is designed to develop students' ability to critically analyze arguments, identify hidden assumptions, evaluate evidence, and determine whether reasoning is logically strong or weak.

Students are expected to apply critical thinking concepts learned throughout the course to evaluate a real-world issue or communication case.

#### COURSE LEARNING OUTCOME (CLO)

CLO	Description
CLO2	Solve problems using critical and creative thinking skills

#### ASSIGNMENT TASK

Select **ONE** real-world case related to:

- education
- social media
- technology
- politics
- leadership
- communication
- current social issues

The selected case may come from:

- newspaper article
- YouTube video
- speech
- advertisement
- TikTok or social media post
- online discussion or public issue

**STUDENTS ARE REQUIRED TO:**

<b>Section</b>	<b>Description</b>
1. Introduction	Introduce the issue or communication case
2. Main Argument	Identify the main claim or position
3. Supporting Evidence	Evaluate the quality of evidence used
4. Hidden Assumptions	Identify unstated assumptions
5. Evaluation of Reasoning	Analyze whether reasoning is logical and convincing
6. Logical Fallacies	Identify any fallacies or weak premises
7. Personal Evaluation	Provide your own critical conclusion

**ASSIGNMENT REQUIREMENTS**

<b>Requirement</b>	<b>Details</b>
Word Count	1800–2200 words
Font	Times New Roman
Font Size	12
Spacing	1.5
Referencing Style	APA 7th Edition

Minimum References	5 academic references
Language	English
Submission Format	PDF

## **SUBMISSION GUIDELINES**

**SHARE AND EMBED YOUR GOOGLE DOC IN YOUR GOOGLE SITE AS A SUB-PAGE OF YOUR INDIVIDUAL SECTION**

Students must organize the assignment using the following structure:

1. Cover Page
2. Introduction
3. Main Argument Analysis
4. Hidden Assumptions
5. Evaluation of Evidence and Reasoning
6. Logical Fallacies
7. Personal Reflection and Conclusion
8. References

## **IMPORTANT ACADEMIC INTEGRITY NOTICE**

Students are expected to produce original academic work.

The lecturer reserves the right to use:

- AI detection systems
- plagiarism detection software
- originality verification tools

as part of the marking and moderation process.

Students must ensure that:

- all sources are properly cited
- writing reflects their own understanding
- excessive dependence on AI-generated writing is avoided

Failure to comply with academic integrity standards may affect marks and may result in disciplinary action according to university regulations.

### **MARKING RUBRIC (20%)**

<b>Criteria</b>	<b>Excellent</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Weak</b>	<b>Marks</b>
Identification of Main Argument	Accurate and insightful identification	Mostly accurate	Basic identification	Weak understanding	/4
Analysis of Evidence	Strong critical analysis of evidence	Good evaluation	Limited analysis	Weak discussion	/4
Hidden Assumptions	Clearly identifies assumptions	Some assumptions identified	Limited discussion	No clear assumptions	/4
Evaluation of Reasoning & Fallacies	Excellent logical analysis	Good reasoning analysis	Partial evaluation	Weak evaluation	/4
Organization & Writing Quality	Very clear and coherent	Mostly organized	Some clarity issues	Poor organization	/2
APA Referencing	Accurate and consistent	Minor errors	Several errors	Weak referencing	/2
<b>TOTAL</b>					<b>20</b>