

# Article Critique

Writing an article critique is often confused with an article summary where the article's contents are summarized and paraphrased into an essay. Although some summarizing of the article is needed in the introduction, an article critique focuses on the author's writing in such areas as claim (how well it's supported) and appeal (how effectively the author presents the material). Think of it this way: you are a movie critic, reviewing a director's choice of script, actors, and graphics so that the audience will know whether the movie is good or not. The critic does not simply tell you what the movie is about but lets you know how the director made it great. In the same way, the writer of an article critique will talk about what the author did to make the article effective or ineffective and gives advice on how it could have been better.

What you gain from the article is only as effective as what you bring to it. Therefore, before reading the article, be sure to have a highlighter and a pen or pencil close by so that when you read something relevant or have a sudden idea, you can write it down or mark it. Always read the article twice. On the second time, make highlights and notes of the following circumstances:

*What is the author claiming through the article? Is there more than one claim? Does the author support or contradict his or her own claims? A body paragraph could look like this one below:*

- In the article, Spetalnick's main claim seems to be clearly stated in the title "Obama and Syria: The Education of a Reluctant President." This claim, although stated as the title, is **not** the only claim the author makes in the article. As a matter of fact, it is quite the opposite. As one reads past the first few lines, it is clear that being "reluctant" is not the author's main argument at all. For **example**, the article states, "Since the war in Syria began, Obama has repeatedly denounced the killing of innocent civilians - more than 100,000 people have already died in the 2-1/2-year conflict - while declaring his determination to avoid getting the United States sucked in." How is this claim supporting the topic of "Education of a Reluctant President?" It does not; that is why the title is **misleading**.

*Why should you believe what the author has to say? Is the author credible? Are the outside sources credible? Did the author provide information about his/herself as well as information about the outside sources?*

- The critique's introduction can show why the author is or is not credible by examining his/her background or notoriety. Sometimes, added research about the author is needed to find this information. There are other ways, however, that an author is believable through the use of **credible outside source** such as using a website to support your claim. **Following is an example of how to construct a body paragraph around this issue:**

# How To Critique A Journal Article Sample

**Didier Musso**



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web for example if a company has 10 product lines and each line has 3 products then length is 10 3 30 length of the product mix refers to the total number of products in the mix if a company has 5 product lines and 10 products under each product lines the length of the mix will be 50 5 x 10 product mix consistency

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web jan 11 2023 a product line is one line of similar products that are sold within a company whereas a product mix is the combined total of all the product lines sold in a company what is a product mix every product that a company creates

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web mar 10 2023 product line vs product mix the terms product line and product mix share some overlapping qualities they both involve items created and sold by a company for consumers in addition in order to have a product mix a

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web the product mix is the total range of product lines and types a company has on sale for its customers major elements of a product mix a company s product mix contains four main components length the range of products available in a particular product line breadth the number of product lines under a company

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web the product mix refers to the set of different product lines or product types you produce the market mix includes the products your company offers through major distribution channels or products you offer through subsidiary brands or companies

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web oct 2 2017 product mix is defined as the set of all products and items that a particular seller offers for sale product mix

is also called as product assortment a product mix consists of various product lines for example samsung offers mobiles t v s a c s washing machines etc

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web may 16 2022 product line a product line is a group of related products under a single brand sold by the same company companies sell multiple product lines under their various brands companies often expand

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web jun 12 2023 as explained product mix is a combination of total product lines within a company a company like hul has numerous product lines like shampoos detergents soaps etc the combination of all these product line is the product mix products line the product line is a subset of the product mix

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web according to philip kotler a product line can be defined as a group of products that are closely related because they function in a similar manner and sold to the same customer groups are marketed through these same types of outlets fall within given price range

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web key product mix strategies there are four key product mix strategies expansion a company increases the number of product lines or depth i e product variations within lines contraction a company narrows its product mix to eliminate lower performing products or lines or to simplify remaining products or lines

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web a product line is a part of the product mix but on the other hand product mix covers all aspects concerning products including product line some factors impacting product line are brand target audience price range etc

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web nov 1 2023 a product line is a range of similar products or services introduced and sold by the same company to make it clear simultaneously a product mix also called product assortment is considered the full assortment of all products introduced to its clients hence both product lines and individual products will form a product mix

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web sep 7 2021 product mix also known as product assortment refers to the total number of product lines that a company offers to its customers the product lines may range from one to many and the company may have many products under the same product line as well all of these product lines when grouped together form the product mix of the

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web nov 2 2023 the different elements of a product mix strategy a product mix can be broken into the following three

elements with this represents the total number of product lines in your portfolio for example three of apple's product lines are mobile, personal computing, and music. Length here you consider the number of products.

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web product mix also known as product assortment or product portfolio refers to the complete set of products and/or services offered by a firm. A product mix consists of product lines which are associated items that consumers tend to use together or think of as similar products or services.

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web in simple words the product mix is the amalgamation of all the product lines a firm has under it. The deeper and wider a product mix is the more products a company can offer which will ultimately lead to more reach. But what exactly is the difference between a product line and product mix?

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web a product line is a set of products that are similar or complementary. For example, Domino's sells crunchy thin handmade pan-brooklyn style and gluten-free crust along with its hand-tossed pizza crust as a part of a product line. A product mix contains all the products that a company sells.

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web Aug 29 2023 in contrast the product mix aims to cater to a wide range of customer needs across different market segments. In a product line products are related and have common features, benefits, and uses. Conversely, in a product mix products may or may not be similar to one another because of a wide range of categories.