1. Read the Yelp review, written by a customer at Brigantessa, and the public response, written by one of the owners of Briganessa, and argue in one concise, direct, assertive paragraph your response to the following: i**s the business owner’s public response effective or ineffective, and why?** To support your argument, use specific details from the provided text and your own logic and knowledge.
2. Read former Temple University President Neil Theobald’s 2016 appropriation request letter to the following: **which one of the Theobald’s justifications for funding is most persuasive, and why?**  To support your argument, use specific details from the provided text and your own logic and knowledge.
3. Read the internal memos, each of which makes an announcement regarding company layoffs, and argue in one concise, direct, assertive paragraph your response to the following: **Which one of the memos most appropriately delivers its “ bad new” message to employees, and why?** To support your argument, use specific details from the provided text and your own logic and knowledge.