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Identifying and Analyzing Good Business Writing

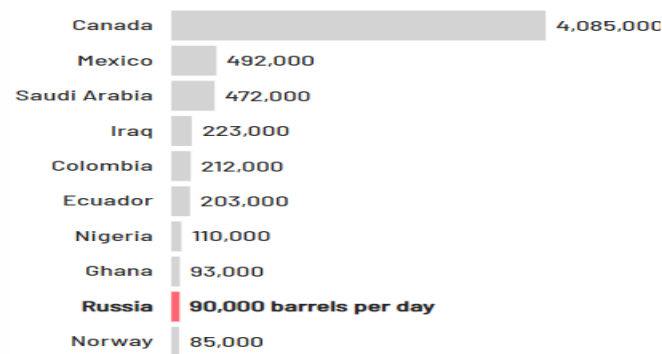
Why are US gas prices soaring...

Article Link:

<https://www.cnn.com/2022/03/12/energy/us-gas-prices-russia-oil/index.html>

How much crude oil does the United States import from Russia?

Russia ranked ninth among the top 10 countries that the United States relies on for crude oil imports. In December 2021, the US imported 90,000 barrels per day from Russia.



- Does this writing qualify as good?

I believe that this piece of writing does qualify as good as it is very unbiased and strictly focused on the economical impact of the recent events in relations to gas prices in the United States and oil import/exports from Russia. I found the article to be very informative as

it did not bring in outside biases and opinions to stray away from the topic being written about.

- **Can you identify the *ethos, pathos, and logos* in this document?**

Ethos(appeal to ethics):

All of the above underscores how oil and gas prices are tied to geopolitical events, the pandemic, drilling logistics and so much more. And it adds up to average US gas prices above \$4.33 a gallon as of Friday.

In short, it's all a simple case of supply and demand. But of course it's never really so simple.

— *CNN Business' Chris Isidore and Matt Egan contributed reporting.*

I felt that this example appeals to ethics in a way as Chris Isidore and Matt Egan the reporters on this article do a great job to summarize and explain the events unfolding which is indeed a part of their area of expertise(reporting).

Pathos(appeal to emotion)

Good old Covid strikes again. Nobody wanted oil in general in spring 2020, when global stay-at-home orders meant nobody needed to gas up and get to the office. With demand cratering, oil prices did too — even briefly trading at negative prices.

I found this example to appeal to emotions as the author tries to bring in a sense of relatability with the Covid pandemic as everyone dealt with it at some point and how not many people traveled often.

Logos(appeal to logic)

And yes, it's true that very little of that Russian supply goes to the United States — just 90,000 barrels of crude oil per day in December, according to the most recent US government statistics.

In 2021, by contrast, Europe got 60% of Russia's oil exports and China got 20%.

But remember that oil is bought and shipped around the world through a global commodities market. So in that sense it doesn't really matter who specifically is getting crunched by the loss of Russian oil, because lower supply affects those global prices no matter what. And as we know from Econ 101, when there's less supply of an item in demand, prices rise.

Simple example of logos which includes statistics and factual information pertaining to the article/ events being described in the article.