

In the article, by one of LA Times Editorial members, the author discusses the just announced lawsuit between the U.S. Justice Department and Apple. The author pulls in his/her audience with the title, "E-books price fixing? Book 'em", which includes a rhetorical question and a nice response to the rhetorical question, "Book 'em". The author is very thorough in informing the audience and tries to give all the possible information available at this time to his/her audience. We also notice the blend of the author's opinions into The article with statements like, "That's an interesting argument, but it's irrelevant." and at the end "That's just the sort of thing the Justice Department should be investigating". There is the use of Logos, given the statistics and also given that this is a real, new court case that no one can just lie about, its all facts.

The author gives a skeptic view of this arising case straight from the get go. As mentioned before, the title has a rhetorical question in it, implying that he/she is unsure if the U.S. Should "Book 'em". On the second paragraph, the author gives more reasons for his/her skepticism in basically saying that if the U.S. has evidence of Apple and the five publishers cooperating and working with Apple, colluded on a plan to raise the price of the ebooks, than maybe, just maybe, they may have a case. The author grabs the audience in even closer when he/she generalizes on the fact that these changes are good for "consumers", those who are really concerned about this issue. He ends off with a hypothetical that if this does happen, Apple colluding with publishers, that there will be less competition, for Apple, and less benefit for consumers(US). The authors position is clear in the lawsuit, and tries to inform us with an informational, and analytical tone.