**Scare tactics**: scare people, exaggerate possible dangers beyond likelihood

When *fear not based on evidence or reason* is being used as the primary motivator to get others to accept an idea, proposition, or conclusion

Type: emotional

**Either/or Choices  
False Dilemma/Dichotomy**

Reduces a complex issue/problem to *2 choices/alternatives*

Example: If you don’t send your son to private school, he will never get into an Ivy League school.

After high school, students go to work or college.

Type: logical/emotional

Type: emotional

**Slippery Slope**: one tiny misstep leads to disastrous results 🡪 *massive slide into disaster*

Type: emotions

2nd brownie -> homelessness

**Overly sentimental appeals**: use tender emotions EXCESSIVELY to *distract readers* from facts

Child: Mom, can I have a puppy?  
Mother: Why?  
Child: It is so cute.

**Bandwagon Appeals**

Presenting something as TRUE because *general opinion supports* it

Ex.: Nikes are superior to other brands of shoes because everybody wears Nikes.

Type: emotional

**Appeals to False Authority**

Writers offer themselves or other authorities who *lack appropriate credentials*

Ex.: You should get a flu shot because Mrs. Mohr says so.

Type: ethical

**Stacking the Deck**: show *only one side* of the story

Type: ethical

Example: the movie *Supersize Me* only showing one perspective

**Dogmatism**

supported on the grounds that it is the only conclusion acceptable *in a given community/group*

Rich people saying that all people who are on welfare are lazy

Non-drug users saying that all drug users should automatically be executed

Ethical

**Ad hominem**: targets people instead of issues

Latin: “to the person” and refers to unfair ethical *appeals to personal considerations rather than logic* or reason

He should not become department chair because he recently had an affair.

Ethical

**Hasty generalization**

Basing a conclusion on *one single* observation

My English teacher is crazy; all English teachers are nuts.

I had a difficult time in physics, so all high school physics programs are broken.

Logical

**Faulty causality**

Cau-sal-i-ty, not casualty

**Causal fallacy**/post hoc ergo propter hoc

Assumes that one event causes another *merely because* the 2nd event occurred after the first

After this, therefore because of this

Smartphone usage dumbed us down

I went outside in the cold with wet hair, and now I’m sick. It is due to the wet hair in the cold.

Logical

**Begging the question**

Logical

Presenting an argument in such a way that is necessarily true, even though *no evidence has been presented*

Female students are better than male students in English because females read more

**Equivocation**

Logical

*Half truths*

Give lies an honest appearance

I wrote the entire paper myself. (handwrote)

I didn’t copy the entire thing. (added a few commas)

**Non sequitur**

Logical

In Latin: “It does not follow.”

The *support* for a claim is *irrelevant/illogical*

He knows a lot about history, so he’d be a great history teacher.

**Straw man**

Attacks a *hollow argument*

*Oversimplifies* an opponent’s viewpoint

Attacks an argument that isn’t really there

People who don’t support the proposed state minimum wage hate the poor

Logical

**Red herring**

Speaker relies on *irrelevant information to support* an argument

Abrupt changes in topic

We should have assigned parking spots at SHS; look, aliens!

Logical

**Faulty analogy**

Logical

Inaccurate or *inconsequential comparisons* between objects/concepts

Gibault has better teachers and children get a better education there than at the public school because 100% of their seniors get into college (selection)

**Sweeping generalization**

Logical

Broad generalizations that *stereotype*

All British people have poor dental hygiene

Logical

**Circular reasoning**

Logical

Evidence and conclusion *restate* each other, thus proving nothing

Credit card companies should be banned on campus because companies shouldn’t be allowed to solicit business from students.