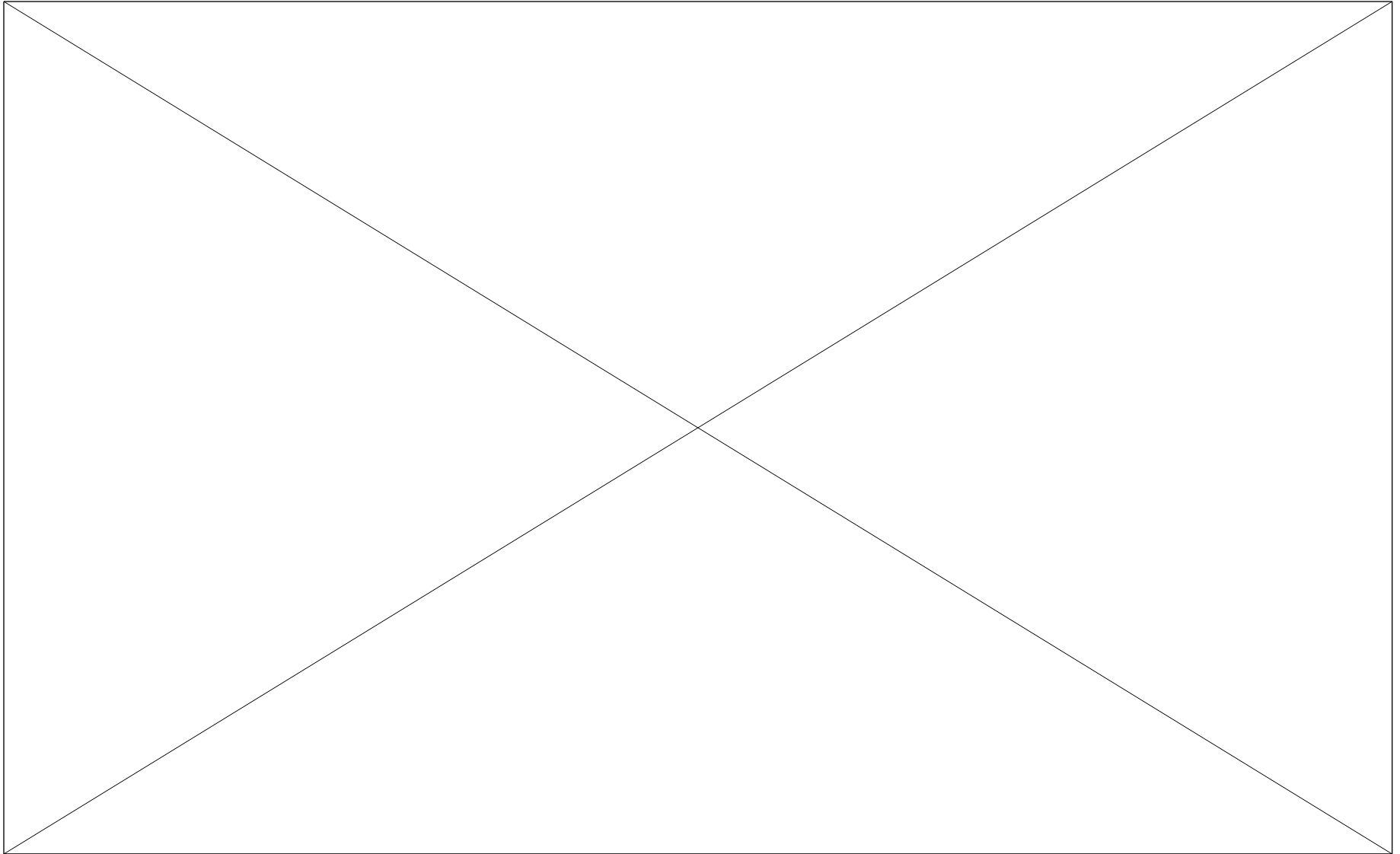


# Fallacy

- **A wrong belief : a false or mistaken idea**  
It's a fallacy (to believe) that the Earth is flat.
- **2.The quality of being false or wrong**  
The fallacy of their ideas about medicine soon became apparent.

# United Van Lines Commercial

[http://www.youtube.com/v/\\_DMUGabJ8Mw](http://www.youtube.com/v/_DMUGabJ8Mw)



- **Begging the Question:** assuming something to be true that really needs proof. Ex. The unsanitary condition of the slaughter pens is detrimental to health.
  - EX. This handwriting is hard to read because it is nearly illegible.
- **Ignoring the Question:** a question is set up so that argument is shifted to new ground, or an appeal is made to some emotional attitude having nothing to do with the logic of the case.
  - Ex. You should talk about the apartheid philosophy *in* Africa.
  - Do you know what Americans did to the Indians?

- **Equivocation:** using the *same* term with different meanings. (The word law, for instance, cannot be used to mean both natural Law and law as established by an authority, in *the* same argument.)
- **Non-Sequitur:** (Latin, literally: “it does not follow”) The conclusion does not follow from the preceding arguments.
  - Ex. Tom does not drink or smoke, so he ought to make a good husband.
- **Faulty Dilemma:** the major premise presents a choice that does not exhaust the possibilities.
  - Ex. Better dead than Red.

- **Post Hoc Ergo Propter Hoc:** (“After this, because of this”) It attempts to prove that because a second event followed, a first event, the second event was the result of the first.
  - Ex. Every time the Democrats get into office, we have a war. Every time the Republicans get into office, we have a recession.
- **Argumentum Ad Hominem:** (“the argument to the man”) Turning from the issue to the character involved.
  - Ex. Smith should not be elected. He just got a divorce.
  - Ex. Smith should not be elected. His father is an alcoholic.
  - Ex. Vote for Smith. He’s married for twenty years, has four children, served in World War II, and attends church every Sunday.

- **Hypothesis Contrary To Fact:** Beginning with a premise that is not necessarily true and then drawing conclusions from it.
  - Ex. If I had not had Mr. Smith for a teacher, I would never have understood algebra.
- **Composition:** arguing that a group must have the same qualities or characteristics as its members.
  - Ex. Each football player of the winning team is the best player at his position in the entire country. Therefore, the winning team is the best team in the entire country.
- **Division:** arguing that an individual must have the characteristics of the group.
  - Ex. The winning team is the best in the entire country. Therefore, Sam Smith (the pitcher) must be the best pitcher in the entire country.

- **Dicto Simpliciter:** an argument, based on an unqualified generalization.
  - Ex. The sun is good; therefore, everybody should live and play in the sun.
- **Contradictory Premises:** the main premises contradict each other.
  - Ex. If God can do anything, can He make a stone so heavy He will not be able to lift it?
- **Overgeneralizing (or hasty generalization):** Too few instances are presented to reach an accurate conclusion.
  - Ex. Tall men like ice cream.

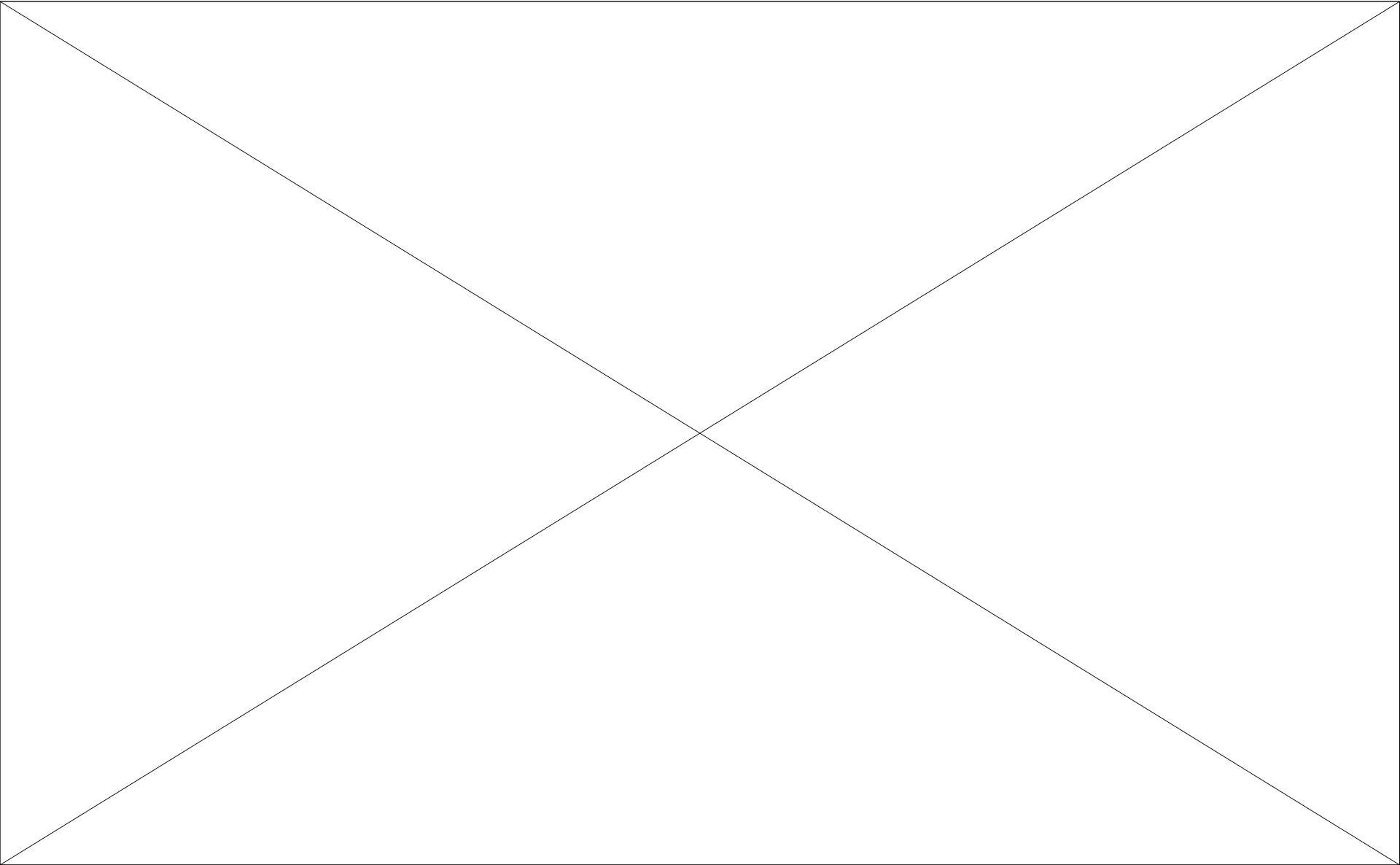
- **Premise and the common ground:** the terms of the premise must be accepted as true.
  - Ex. “All college graduates are geniuses” would not be a sound premise and would lead to the wrong conclusions.
- **False analogy:** wrongful comparisons of dissimilar situations.
  - Ex. Doctors have x-rays to guide them during operations; therefore, students should be able to use their books during examinations.
- **Ad vericundiam:** an appeal to authority. (“Figures prove...” is a variation.)
  - Ex. It says so in the Bible. My teacher says...The priest said...



- **Ad populum:** appeal to a crowd.
  - Ex. My fellow Americans... (Lyndon B. Johnson- LBJ)
- **Self Evident Truths:** proceeding from an unwarranted assumption to a foregone conclusion (includes folk sayings: “Time is money”).
  - Ex. Everybody knows...
- **Guilt (or innocence) by association:**
  - Ex. Max reads all those radical magazine articles that favor overthrow of the government, so he must hold the same views.

- **Either/or Fallacy:** requires absolutes which do not allow for intermediate cases.
  - Ex. Do you want to go to college or dig ditches all your life?
- **Ad Misericordiam:** an appeal for sympathy.
  - Ex. Q: Did you steal the money?
  - A: I'm out of work, my family hasn't eaten in two days, my brother-in-law has just been arrested for stealing a car...
- Obviously, **some of the preceding fallacies overlap.** Also, they may be given different names by different authorities. Other examples could be included; no list *is* likely to be complete.

Direct TV Commerical  
<http://www.youtube.com/watch?v=c-zG5U0v3gU>



# Aristotle

- (384–322 B.C.E.) is among the greatest philosophers of all time.
- In 367 B.C.E. Aristotle was sent to Athens at about the age of seventeen to study in Plato's Academy, then a pre-eminent place of learning in the Greek world.
- Aristotle remained associated with the Academy until Plato's death in 347.

- In 343, upon the request of Philip, the king of Macedon, Aristotle left to tutor the king's thirteen-year-old son, Alexander—the boy who was eventually to become Alexander the Great.
- Aristotle set up his own school in a public exercise area. Members of the Lyceum conducted research into a wide range of subjects, all of which were of interest to Aristotle himself: botany, biology, logic, music, mathematics, astronomy, medicine, cosmology, physics, the history of philosophy, metaphysics, psychology, ethics, theology, rhetoric, political history, government and political theory, and the arts.
- In 323 Alexander succumbed to disease in Babylon

- the Aristotelian sciences divide into three: (i) theoretical, (ii) practical, and (iii) productive.
- The principles of division are straightforward:
  - theoretical science seeks knowledge for its own sake;
  - practical science concerns conduct and goodness in action, both individual and societal;
  - and productive science aims at the creation of beautiful or useful objects.

- (i) The *Theoretical sciences* include prominently what Aristotle calls *first philosophy*, or metaphysics
  - *mathematics*, and *physics*, or natural philosophy.
- (ii) *Practical sciences*:
  - Both politics and ethics fall under this branch.
- (iii) the *Productive sciences* are mainly crafts aimed at the production of artifacts, or of human productions:
  - ship-building, agriculture, and medicine, but also the arts of music, theatre, and dance
  - rhetoric, which treats the principles of speech-making appropriate to various forensic and persuasive settings, including centrally political assemblies

# Logical Appeals

- Generally, a *deduction* (*syllogism*), according to Aristotle, is a valid or acceptable argument. More exactly, a deduction is ‘an argument in which when certain things are laid down something else follows of necessity in virtue of their being so’
- All *As* are *Bs*.
- All *Bs* are *Cs*.
- Hence, all *As* are *Cs*.
- <http://plato.stanford.edu/entries/aristotle/>



# Logical Appeals

- **Deduction:** a process in logic that involves reasoning from stated premises to the formally valid conclusion; reasoning from the general to the particular.
  - Syllogism: the formula of deductive reasoning.
    - Major premise: statement universally accepted as true.
    - Minor premise: major premise applied to a particular object or situation
    - conclusion: establishes the relationship of the object to the major premise.
  - Proposition (or conclusion):
    - Ex. All students who graduate from Sedro-Woolley High School have passed four years of English.
    - Jane graduated from SWHS.
    - Thus, Jane passed at least four years of English.

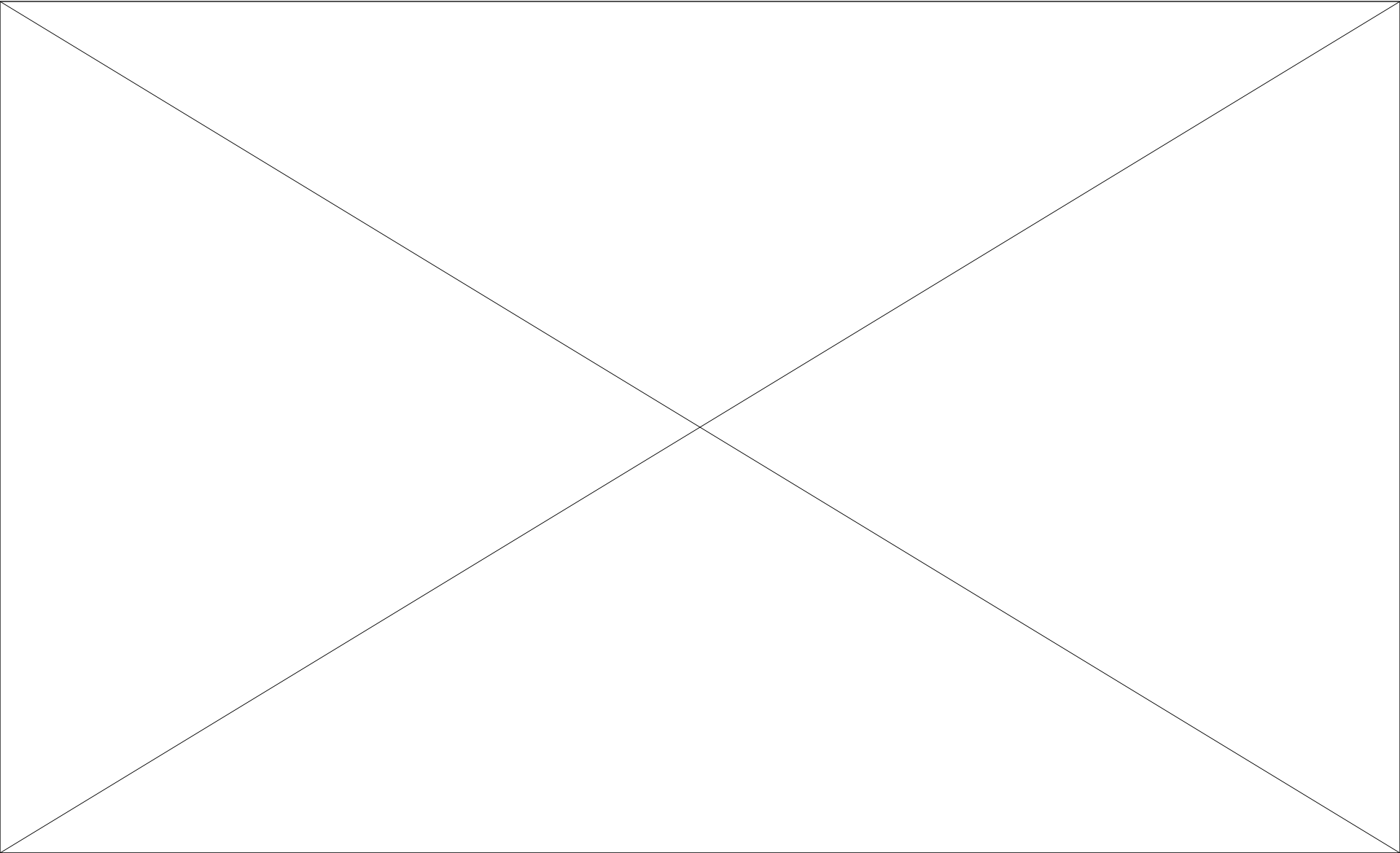
# Logical Appeals

- **Induction:** a process in logic that involves moving from a number of particular cases to a general conclusion that all instances of the type investigated will conform to that type.
  - Inductive leap: because we cannot test every instance (past, present, future), we take the leap from “most” or “some” to “all.” Thus, we reach a generalization.
  - Dog 1 can bark.  
Dog 2 can bark.  
Dog 3 can bark.  
Dog 4 can bark. [ and so on]  
Therefore all dogs can bark.

# Logical Appeals

- Tests for generalization:
  - A fair number of instances must be investigated.
  - The instances investigated must be typical.
  - If negative instances occur, they must be explained. Show that they are not typical, and, therefore, need not be considered as significant.
- Analogy: Inductive reasoning in which we assume that if two instances are alike in a number of important points, they will be alike in the point in question.

SE Johnson Windex Commerical  
<http://www.youtube.com/watch?v=NKrm41xAcyo>



# Ethos

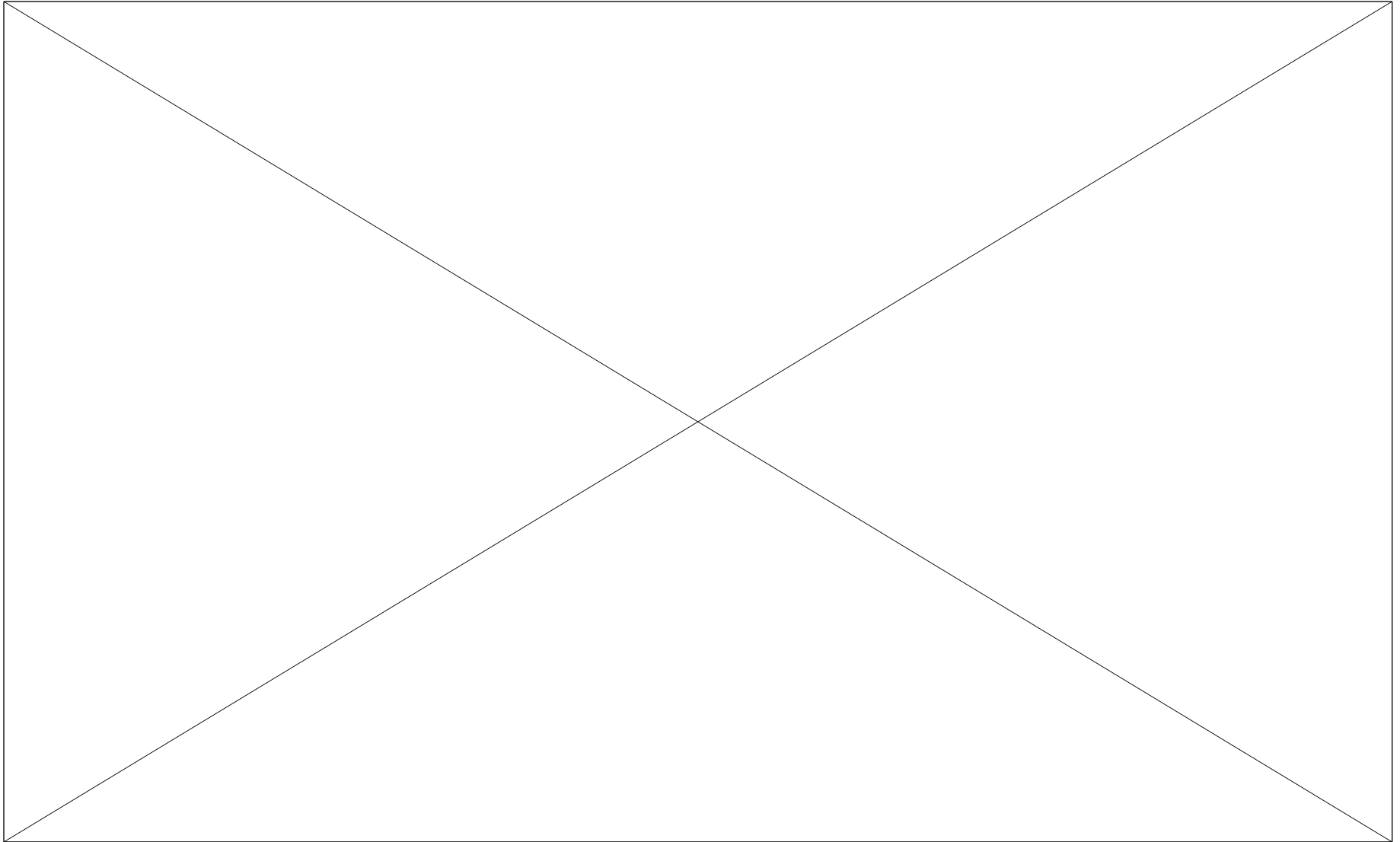
- **Appeals character, ethics**
- **how an author builds credibility & trustworthiness**
  - Author's profession / background
  - Author's publication
  - Appearing sincere, fair minded, knowledgeable
  - Conceding to opposition where
  - appropriate
  - Morally / ethically likeable
  - Appropriate language for audience and subject
  - Appropriate vocabulary
  - Correct grammar
  - Professional format

# Ethos

- **Effect on Audience**
  - Helps reader to see the author as reliable, trustworthy, competent, and credible. The reader might respect the author or his/her views.

# Fresh Pet Commercial

[http://www.youtube.com/v/8NGy\\_HBJ8q4](http://www.youtube.com/v/8NGy_HBJ8q4)



Save the Children  
<http://www.youtube.com/v/ftPxQ2hrrjE>

Save the Children television commercial



Save the Children

**1800 237 981**  
**savethechildren.org.au**



# Pathos

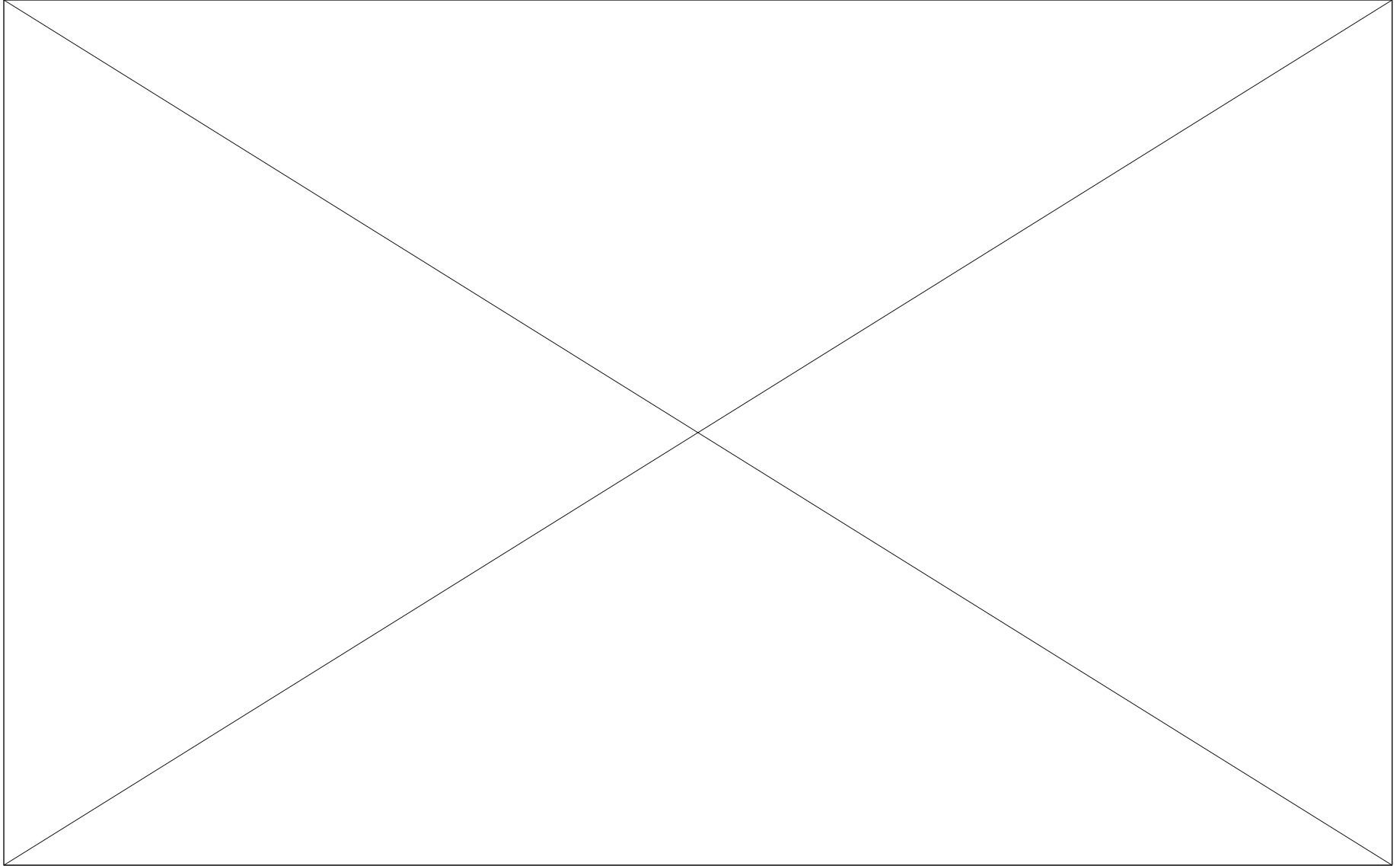
- **Appeals to human emotion**
- **words or passages an author uses to activate emotions**
  - Emotionally loaded language
  - Vivid descriptions
  - Anecdotes, testimonies, or narratives about emotional experiences or events
  - Figurative language
  - Emotional tone (humor, sarcasm, disappointment, excitement, etc.)

# Pathos

- **Effect on Audience**
  - Evokes an emotional response. Persuasion by emotion (usually evoking fear, sympathy, empathy, anger)

# Kia Soul

[http://www.youtube.com/v/HQ-CDE\\_r\\_wg](http://www.youtube.com/v/HQ-CDE_r_wg)



# Logos

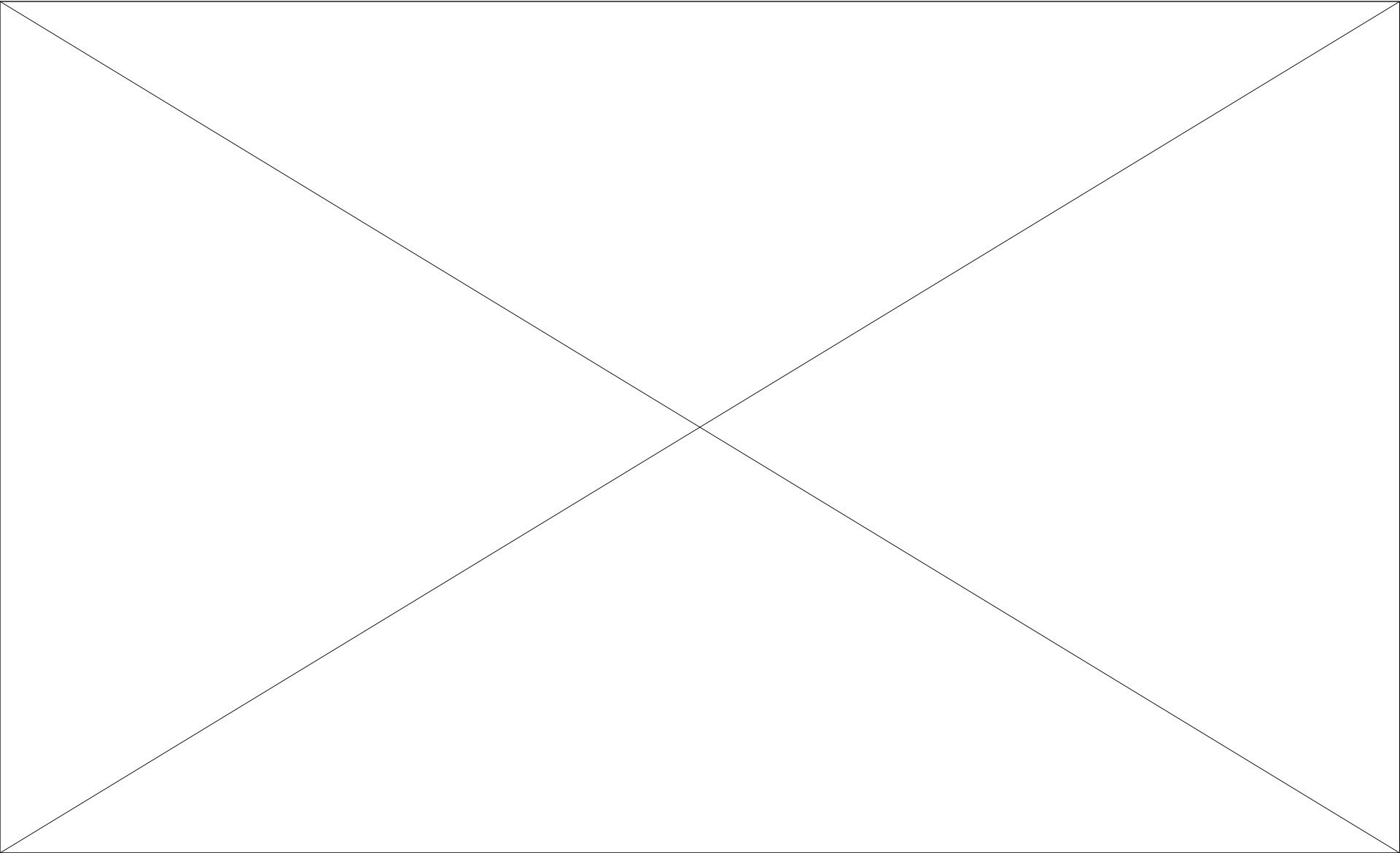
- **Appeals to logic, reasoning**
- **the argument itself; the reasoning the author uses; logical evidence**
  - Theories / scientific facts
  - Indicated meanings or reasons (because...)
  - Literal or historical analogies
  - Definitions
  - Factual data & statistics
  - Quotations
  - Citations from experts & authorities
  - Informed opinions
  - Examples (real life examples)

# Logos

- **Effect on Audience**
  - Evokes a cognitive, rational response.  
Readers get a sense of, “Oh, that makes sense” or “Hmm, that really doesn’t prove anything.”

ADT Commercial

<http://www.youtube.com/watch?v=7haCNoeEuRo>



# Ethos, Pathos, Logos Rhetorical Appeals Project

## Part I (10 points)

- Find 2 different advertisements in magazines
- Analyze each for the types of appeal, using textual references for support, in a minimum of a half page for each.
  - Consider what gender? How do you know?
  - What age? How do you know?
  - Which appeal? How do you know?

THE DEPENDABLES ARE HERE!



PARDON US WHILE WE SLIP INTO



SOMETHING COMFORTABLE!

## INTRODUCING THE 1963 DODGE

The something comfortable in this case is a 1963 Dodge Polara 4-door hardtop. It's not the clinging sort of comfortable, either; you might say that it's more like housecoat comfortable. Lots of room to move around in. Note the roofline. It sweeps straight back instead of sloping off. It means plenty of headroom for front and rear seat passengers. And everyone rides in more comfort, because Dodge seats are chair-high. All 24 Dodge

models (in three series) offer you this kind of comfort at a variety of prices, all low. Sedans, hardtops, wagons, convertibles — Dependables all. We've got lots for the male side, too. For economy, a going 225 cu. in. 6. For action, a stable full of V8's ranging from the standard 318 cu. in. V8 to an all-out 426 cu. in. high-performance job. There's more: like self-adjusting brakes, 32,000 miles between grease jobs, and a unitized, rust-protected body. The good looks should already be obvious to you. The rest? See your Dodge Dealer.



A FULL LINE OF CARS IN THE LOW-PRICE FIELD!



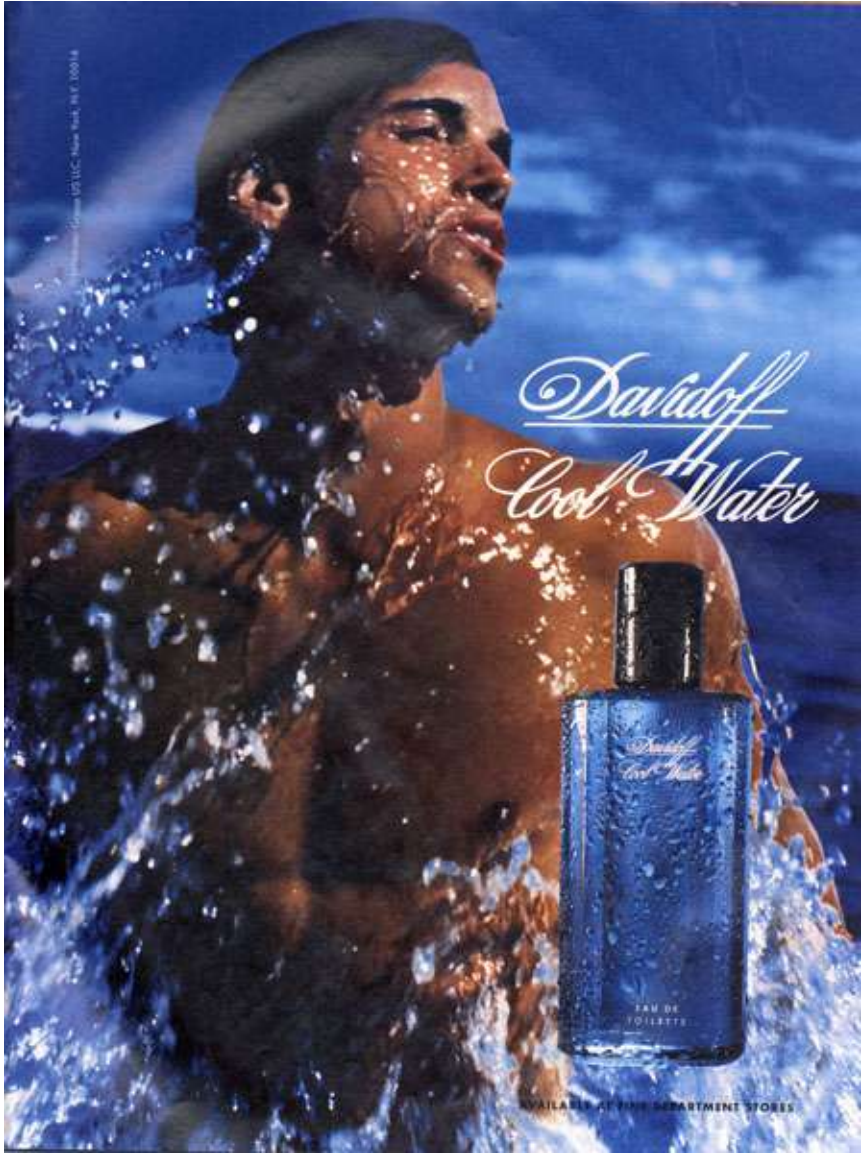
## La nostra "sporca dozzina"



Divorano campagne come acido. Sparano a zero sulle banalità "di tutto riposo", come sul virtuosismo creativo che non vende. Cattivi con sé stessi, per amore del proprio lavoro. Cattivi con le idee: per una buona campagna che mandano avanti, ne uccidono in fasce almeno dieci. Forse altrettanto buone. Ma non altrettanto "giuste". Per il prodotto. Per il cliente. Ora. Ci hanno imposto un metodo duro. Sono la "sporca dozzina" della Lintas Italia. Quelli che fanno il lavoro più pulito.

**LINTAS**  
**ITALIA**  
PUBBLICITÀ INTERNAZIONALE

I nostri clienti, oggi: Allianz Assicurazioni - Alpi Italiani Alpiro - Althes - Albion - Braun - Gibba - Harriet Hubbard Ayer - Jergens Italiana - Lever - Macchia Maycolina - Monsanto - Rowntree - Sages (gigi, Mirlo, Genesio) - Utanco - Van den Bergh - Veremigle Papierwerke (Camella, Tempo) - Zoppas



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*Davidoff*  
*Cool Water*



AVAILABLE AT FINE DEPARTMENT STORES

# Ethos, Pathos, Logos Rhetorical Appeals Project

## Part II (20 points)

- Watch 2 different advertisements online or on television
- Analyze each for the types of appeal, using textual references for support, in a minimum of a half page for each.
  - Consider what gender? How do you know?
  - What age? How do you know?
  - Which appeal? How do you know?

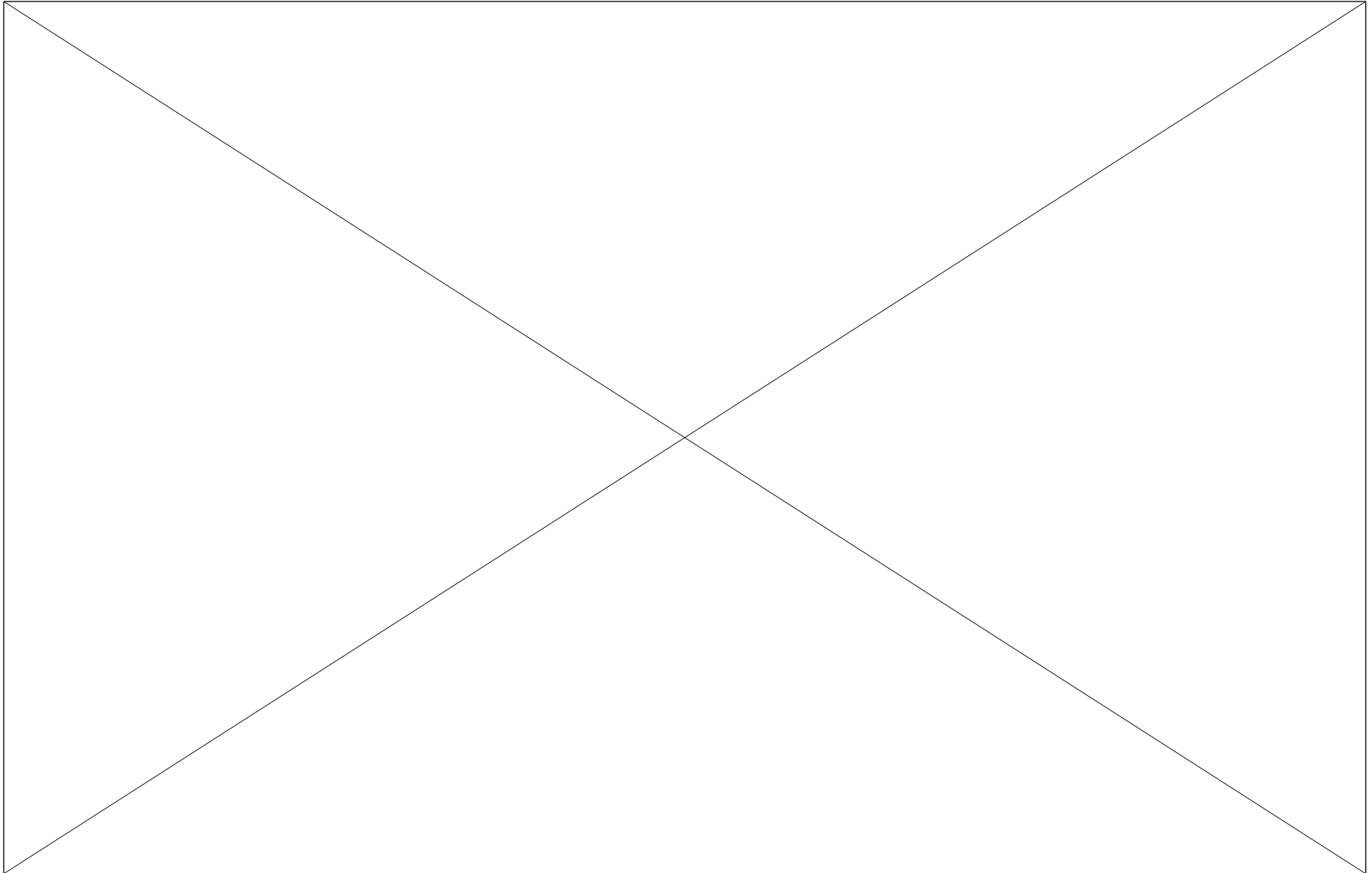
# Ethos, Pathos, Logos Rhetorical Appeals Project

## Part III (50 points)

- Create an advertisement for a book, a song, a non-alcoholic drink, a food item, or a school-appropriate clothing item.
- Be in a group of 3; all group members must contribute to the product.
- Presentation
  - must have all group members participate (10 points),
  - must have a prop (10 points),
  - must demonstrate all three different ways to appeal to an audience (30 points).

# Video Example for Project

<http://www.youtube.com/v/bHMQEggEG4k>



# Toilet Paper by Alex, Drake, and Justus

