

Everything's an Argument

CH. 5 – FALLACIES OF ARGUMENT

Fallacies are argumentative moves flawed by their nature or structure.

Fallacies of Emotional Argument *aka* Pathetic Pathos:

Scare Tactics

- Frighten people by exaggerating possible danger or intensifying legitimate fears

Either/Or Choices

- Reduce a complicated issue to excessively simple terms or make obscure legitimate alternate choices

Slippery Slope

- Exaggerates the likely conclusion of an action (i.e. One small misstep can mean total disaster) to spur emotions (usually fear) in people

Overly Sentimental Appeals

- Use tender, heartwarming, often guilt-inducing emotions excessively to distract people from facts

Bandwagon Appeals

- Urge people to do what everyone else is doing rather than think independently

Fallacies of Ethical Argument *aka* Empty Ethos:

Appeals to False Authority

- When writers/speakers offer themselves or unproven authorities as sufficient warrant for believing a claim

Dogmatism

- When writers/speakers assert or assume that a particular position is the only one that is conceivably acceptable

Ad Hominem (Latin: “to the man”) Arguments

- When writers/speakers attack the character of a person rather than the claims he/she makes

Stacking the Deck

- When writers/speakers show only one side of an argument

Fallacies of Logical Argument *aka* Lousy Logos:

Hasty Generalization

- An inference drawn from insufficient evidence, the basis for most stereotypes

Faulty Causality (*post hoc* or *ergo propter hoc*)

- A false assumption that because one event or action follows another, the first then also CAUSES the second

Begging the Question

- A circular argument wherein a claim is made based upon the very grounds that are in doubt or in dispute

Equivocation

- A half-truth or argument that gives a lie an honest appearance

Non Sequitur

- An argument whose claims, reasons, or warrant don't connect logically

Straw Man

- An attack on an argument that no one is making or portraying an opposing argument as more extreme or less coherent than it is

Red Herring

- A change in subject or introduction of an irrelevant claim or fact to throw readers/listeners off the topic

Faulty Analogy

- An inaccurate or inconsequential comparison between objects or concepts

Paralipsis

- An argument stated obliquely when the writers/speakers bring it up by saying they are NOT going to talk about it