

Announcements



- Keep an eye open for advertisements (or search online)
- Midterms:
 - +2 for everyone because of #19
- Extra Credit:
 - Just talk to me about your short answer responses and multiple choice answers you missed.

Midterm Review

Rhetorical Devices

Original:

“Our company president did not make a wise decision when he let John go.”

Rhetoric?

“**Obviously**, our company president did not make a wise decision when he let John go. Our stock has fallen 50 % since then!”

Even if you received 16/16 I may have given you feedback for improvement.



Midterm Review

“Credibility of a Source”

Is about assessing the believability of a claim.

- When a somebody makes a claim, we want to know how believable they are. How much stock we should put in their claim.
- The “credibility of a source” refers to the believability of a source.
 - Are they trustworthy?
 - Are they biased?
 - Do they have the appropriate knowledge or appropriate expertise?
- NOT how **useful** a source is.
- Even if you received 32/32 you may have this problem and I may have given you feedback for improvement.



Fallacies



Social Fallacies Peer Pressure vs. Group Think



Peer Pressure:

- About **fear of being excluded.**

Group Think:

- About **pride in belonging**

In real life, often both used together.

Fallacies



- “Argument” from Outrage
- Scare Tactics
 - “Argument” from Force
- “Argument” from Pity
- “Argument” from Envy
- “Argument” from Pride (Apple Polishing)
- Two Wrongs Make a Right

Fooling Yourself:

- Wishful Thinking
- Rationalizing

Social Fallacies:

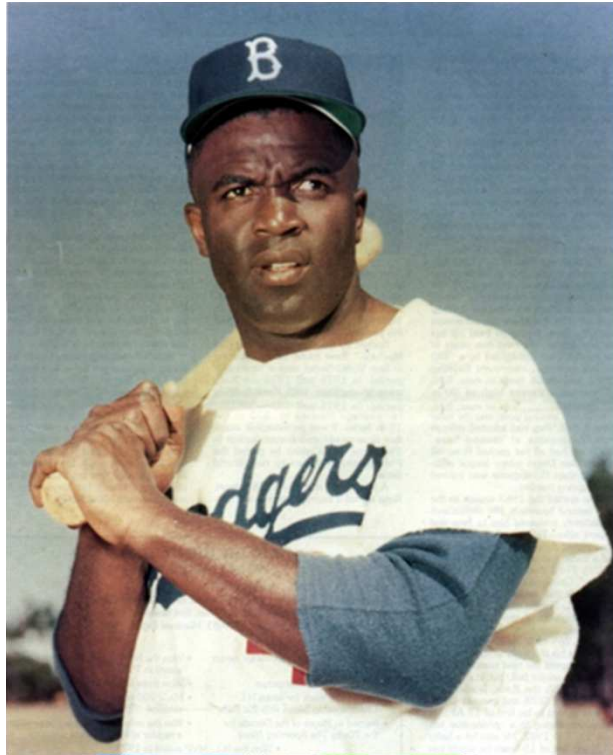
- Peer Pressure
- Group Think

Cultural Fallacies:

- “Argument from Popularity”
- “Argument from Common Practice”
- “Argument from Tradition”

Distraction Fallacies:

- Red Herring/Smoke Screen



Fallacies

Cultural Fallacies

- #14 - “Argument” from Popularity
 - Everybody believes it so it must be true.
- #15 - “Argument” from Common Practice
 - Everybody does it so it must be right.
- #16 - “Argument” from Tradition
 - We’ ve always done it (thought about it) that way.

Fallacies

Cultural Fallacies



- **“Argument” from Popularity**
 - Everybody believes X, so X must be true.

- Other Examples?



Fallacies

Cultural Fallacies

- “Argument” from Common Practice
 - Everybody does X, so X must be right.
- Other examples?

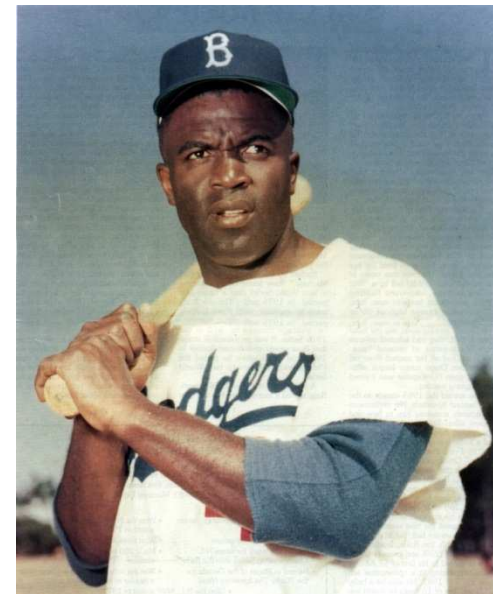


Fallacies

Cultural Fallacies



- **“Argument” from Tradition**
 - We’ ve always done it that way.
 - We’ ve always though about it that way.
- Other Examples?



Fallacies



Cultural Fallacies

If somebody justifies a belief with a cultural fallacy, does it make the belief wrong?



Fallacies

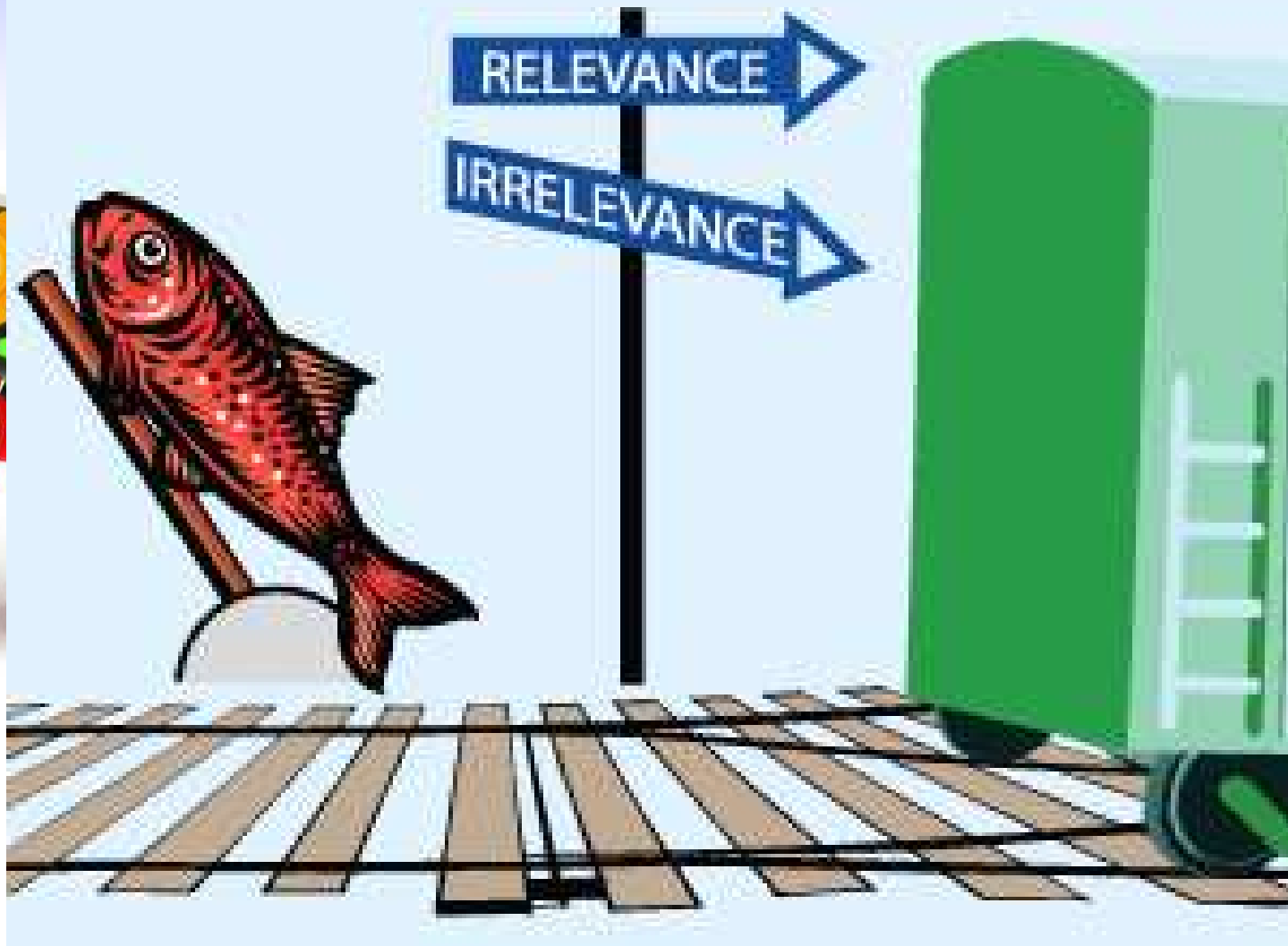


Being a “cultural” fallacy doesn’t make a belief wrong.

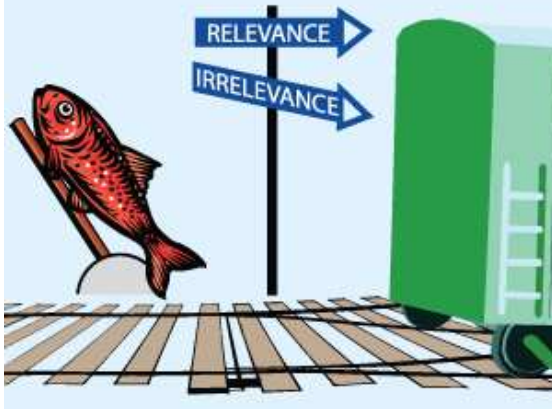
Just like all fallacies, it means the argument is neither strong nor valid.

- “Argument” from Popularity
- “Argument” from Common Practice
- “Argument” from Tradition

Something *fishy* had switched the train of discussion onto an irrelevant track...



Something *fishy* had switched the train of discussion onto an irrelevant track...



Fallacies

Red Herring

- Bringing a topic into a conversation that distracts from the original point.

Wife: *"I saw you cheating on me with your secretary."*

Husband: *"How dare you follow me!"*

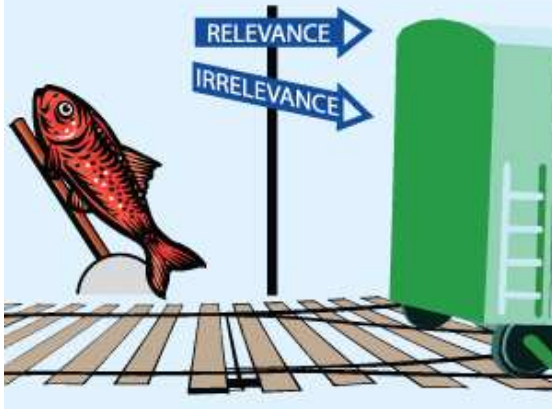
- Also often used to avoid answering a question.

Reporter: *"How do you plan to fix the economy?"*

Politician: *"My opponent has no experience balancing a budget."*



Something *fishy* had switched the train of discussion onto an irrelevant track...



Fallacies

- **Smoke Screen**

- Same as red herring, but often used when referring to an “argument” with complicated or multiple distractions.

Full-page ad in *USA Today*:

“We challenge the American Cancer Society to clean up the air in its ‘smoke free’ offices. We are willing to bet there isn’t much cigarette smoking at American Cancer Society offices. But, according to a recent study from the National Institute for Occupational Safety and Health (NIOSH), cigarette smoke also wasn’t the problem in 98 percent of 203 buildings reported to have indoor air problems. . . . Indoor air inspections resulting from worker complaints typically find viruses, fungal spores, bacteria, gases, closed fresh air ducts, and ventilation systems in need of maintenance.”

—sponsored by the Tobacco Institute



Fallacies

#18 - Two Wrongs Make a Right Fallacy

Thinking wrongful behavior by someone else excuses wrongful behavior by you.



- One-to-one:
 - *“Your party was too noisy and kept me up late last night, so I set fire to your car.”*
- One-to-another:
 - *“You took my parking space, so I robbed your mother.”*
- Future based justification:
 - *“The store gave me \$10 in change instead of \$1. I’m not giving it back because they wouldn’t give it back to me if I made the mistake.”*

Fallacies



- “Argument” from Outrage
- Scare Tactics
 - “Argument” from Force
- “Argument” from Pity
- “Argument” from Envy
- “Argument” from Pride (Apple Polishing)
- Two Wrongs Make a Right

Fooling Yourself:

- Wishful Thinking
- Rationalizing

Social Fallacies:

- Peer Pressure
- Group Think

Cultural Fallacies:

- “Argument from Popularity”
- “Argument from Common Practice”
- “Argument from Tradition”

Distraction Fallacies:

- Red Herring/Smoke Screen

Group Exercise

←

A series of passages will be shown. As a group, I want you to determine what type of pseudoreasoning/fallacy occurs, if any.



#1



Is the president guilty of sexual harassment, as the Republicans are yelping? Hey, give me a break! What's important is jobs, health care, welfare reform.



#2



“Listen, Higgins. I need your vote in the next department election or I may not get elected chair. Remember, if I do get elected, it will be me who decides what hours your classes meet next year.”



#3



When several people in Harvey's department get new computers, he is annoyed because he is not among them. "I'll tell you what," Harvey says to his wife, "if they want to rip me off by not getting a new computer for me, I'll just rip them off for extra office supplies. They've got a lot of stuff at work we could use around here, and they'll have no way of knowing that it's gone. Turnabout's fair play."

#4



Toads do too cause warts. People have known that for centuries.



#5



Those four officers who killed the innocent man in New York by mistake should be found not guilty of any crime. None of them had ever been in any kind of trouble before, and, tragically, this kind of thing is just going to happen when we have aggressive police work.



#6



No, I don't believe that Uncle Bob is really gone forever. He was like a father to me, and I believe that someday, somehow or other, we'll see one another again; I don't think I could go on if I didn't believe that.



#7



Listen, friends, it's our money the board of supervisors wants to spend putting sewers and other improvements out there in that Antelope Creek development. And you know who's going to profit from it the most? The developers, who don't even live around here. I tell you, we have sat back and done nothing long enough! It's high time we told these out-of-town interlopers or antelopers or whatever they are to go mess with somebody else's town. I won't stand for it any more!



#8



Gays in the military? No way. Clinton promoted the idea just to get the homosexual vote.



#9



George, I speak for the rest of the neighbors on our street. Frankly, your front yard is a mess, and we'd appreciate it if you would do something about it. We put the time and money into making our places look nice, but the effort is largely ruined by one awful looking place right here in the middle of the block. We hope you'll do something about it.

#10



Ad for a store that sells pianos: “Pianos are our only business. You’ll get the best deal at the piano experts.”



#11



“It says here that smoke from wood-burning stoves, no matter how airtight they’re supposed to be, gets into your house and is a health hazard. – There’s no way. We just spent close to a thousand dollars on this new stove; what you’re reading can’t be true.”



#1



Is the president guilty of sexual harassment, as the Republicans are yelping? Hey, give me a break! What's important is jobs, health care, welfare reform.

- *Red herring*



#2



“Listen, Higgins. I need your vote in the next department election or I may not get elected chair. Remember, if I do get elected, it will be me who decides what hours your classes meet next year.”

- *Scare tactics / Argument from Force*

#3



When several people in Harvey's department get new computers, he is annoyed because he is not among them. "I'll tell you what," Harvey says to his wife, "if they want to rip me off by not getting a new computer for me, I'll just rip them off for extra office supplies. They've got a lot of stuff at work we could use around here, and they'll have no way of knowing that it's gone. Turnabout's fair play."

- Two wrongs

#4



Toads do too cause warts. People have known that for centuries.

- *“Argument” from Popularity*



#5



Those four officers who killed the innocent man in New York by mistake should be found not guilty of any crime. None of them had ever been in any kind of trouble before, and, tragically, this kind of thing is just going to happen when we have aggressive police work.

- *Red herring; in fact, two red herrings*

#6



No, I don't believe that Uncle Bob is really gone forever. He was like a father to me, and I believe that someday, somehow or other, we'll see one another again; I don't think I could go on if I didn't believe that.

- *Wishful thinking*



#7



Listen, friends, it's our money the board of supervisors wants to spend putting sewers and other improvements out there in that Antelope Creek development. And you know who's going to profit from it the most? The developers, who don't even live around here. I tell you, we have sat back and done nothing long enough! It's high time we told these out-of-town interlopers or antelopers or whatever they are to go mess with somebody else's town. I won't stand for it any more!

- *“Argument” from outrage (There is a relevant appeal here, but the speaker is clearly trying to evoke outrage from his audience as well.)*

#8



Gays in the military? No way. Clinton promoted the idea just to get the homosexual vote.

- *Red herring*



#9



George, I speak for the rest of the neighbors on our street. Frankly, your front yard is a mess, and we'd appreciate it if you would do something about it. We put the time and money into making our places look nice, but the effort is largely ruined by one awful looking place right here in the middle of the block. We hope you'll do something about it.

- *No fallacy, though it might look like peer pressure or common practice.*

#10



Ad for a store that sells pianos: “Pianos are our only business. You’ll get the best deal at the piano experts.”

- *Red herring (That they sell nothing but pianos is irrelevant to how much they sell them for.)*



#11



←

“It says here that smoke from wood-burning stoves, no matter how airtight they’re supposed to be, gets into your house and is a health hazard. – There’s no way. We just spent close to a thousand dollars on this new stove; what you’re reading can’t be true.”

- *Wishful thinking*

HW – Fallacy In Ads

Keep your eyes open for advertisements (print, radio, tv, online).



Identify an advertisement that uses one of the fallacies from Chapter 6 (even if an actual argument is present).

Then make an argument for why you think this ad is using the fallacy you believe it is using. (Should be one page, typed, double spaced. Print paper copy to be turned in Monday).