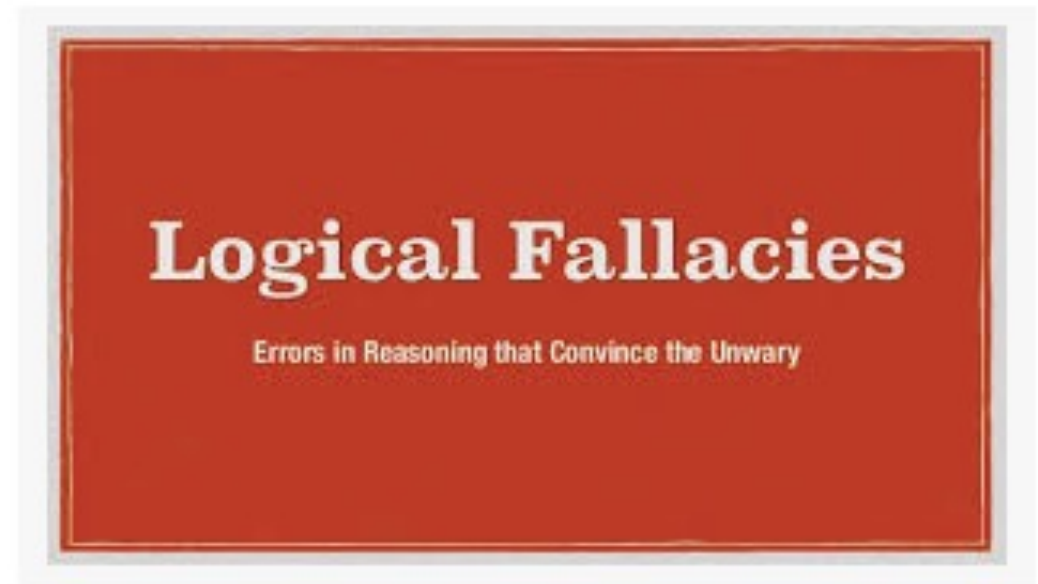




Logical Fallacies

What Are Logical Fallacies?

- Broadly, logical fallacies are errors/flaws in logic/reasoning. They can often appear logical or reasonable but are actually deceptive or dishonest.
- Avoid logical fallacies in your writing, speeches, etc. as they are unethical and not legitimate argumentative or persuasive appeals.





Specific Types of Logical Fallacies



False Dilemma (either/or)

This fallacy occurs when a writer suggests that only two alternatives exist even though there may be others.

Example: “Love it or leave it.”

Explain the fallacy.

Hasty Generalization/Jumping to a Conclusion

This fallacy occurs when a writer reaches a conclusion based on insufficient or unrepresentative evidence.

Example: “Because our son benefited from homeschooling, every child should be educated this way.”

Explain the fallacy.

False Analogy

This fallacy occurs when a writer compares two things that do not really have a basis of comparison.

Example: “If we can send a spacecraft to Mars, we should be able to find a cure for the common cold.”

Explain the fallacy.

Post Hoc

From the Latin *post hoc, ergo propter hoc*, meaning “after this, therefore because of this.” This fallacy occurs when a writer oversimplifies cause and effect and assumes that because two events are close in time, the first must be the cause of the second.

Example: “Since the current president was elected, the economy has been good; therefore, we should reelect this president.”

Explain the fallacy.

Red Herring

This fallacy occurs when the focus of an argument is shifted to divert the audience from the actual issue.

Example: “Katie Hill was forced to resign from the U.S. House of Representatives because of extreme cyberbullying and public pressure after her husband shared revenge porn on the Internet.”

Explain the fallacy.

Ad Hominem

This fallacy occurs when a writer tries to divert attention from the facts of an argument by attacking the motives or character of the person making the argument.

Example: Every time our current president attacks or insults a person who opposes him instead of addressing her/his argument. Literally hundreds of examples.

Explain the fallacy.



Group Activity

- Find two examples of logical fallacies in online ads.
- Identify the logical fallacy you see in the ad.
- Provide a definition **in your own words** of the logical fallacy.
- Explain, with textual evidence, how the logical fallacy is being used in the ad and provide any necessary context for understanding.

Example



- Logical Fallacy Identified: Overreliance on authority
- Logical Fallacy Definition: A claim that misuses authority or places too much credibility on a supposed authority
- Logical Fallacy Explanation: In this vintage tobacco ad that would be illegal now, Lucky Strike cigarettes are misusing the authority of a doctor to try to sell cigarettes. The viewer at the time may have thought, "Oh, if many doctors say these cigarettes are less irritating, then they must be," when there is no evidence supporting this claim or the methodology used to even make this claim.