Jane Lennox

By: Lennox Smith Period 4

TheCasesolutions.com

Ethos:

that are sure to help people decide. The person who is advertising might have a professional give details of the product or be the spokes person, someone like this



Pathos:

Logos:

Persuasion by giving logic and facts. The persuaders show facts to give consumers reason to purchase their product. Example: "The data is perfectly clear: this investment has consistently turned a profit yearover-year, even in spite of market. declines in other areas."



Claims:

A logical fallary in which an argument is redirected by attacking the character, motive or other attribute of the person making the argument, or person associated with the argument, rather than attacking the substance of the argument itself.
Example: A lawyer argues that his client should not be held responsible for theft because he is poor.

Ad Hominem Fallacy:



Syllogism:

An instance of a form of reasoning in which a conclusion is drawn (valid or not) from two given or assumed propositions, each of which shares a term with the conclusion and shares a common or middle term no



Fact v. Opinion:

A fact is a statement that is true and can be proved no matter what An oninion is a statement that holds an element of belief, tells how someone feels, not always true and cannot be

Fact: The sun is a star Opinion: Cable is expensive

Ad Ignorantiam:

Works Cited:

Appeal to Authority:

Works Cited:

Red Herring Fallacy:

Hasty Generalization Fallacy:

An informal fallacy of faulty generalization by reaching an inductive generalization based on insufficient evidence - essentially making a hasty conclusion without considering all of the variables. Example: "A chiver with a New York icense plate cuts you off in traffic. You decide that." plate cuts you off in traffic. You decide that all New York drivers are terrible drivers."

False Analogy Fallacy:

A fallacy that is assuming because two

respect.

Example: "That group of teenagers is up to no good - they are out after dark, and they no good - they are out after dark, and they are wearing dark clothes and beggy pants. (Reality: This is a stereotype - the group of teenagers could be a sports team or

False Differnition and Falseys.
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1. Either cloak is Surved chain Yills the Javier and Y cauld both be falsed.

2. Closh if shallow it is now.

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1. Either in 114 of a rin 112.

2. The robotic in 114.

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False Dilemma Fallacy:

Pathos:

Pathos is trying to persuade people with their emotions. They show or talk about something sad, or something that will affect them emotionally and makes the people want to do whatever was said, like an animal abuse adoption commercial, or drug abuse and finding help.

Example: "If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"

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Ethos is the building of credibility and giving guarantees and past experiences that are sure to help people decide. The person who is advertising might have a professional give details of the product or be the spokes person, someone like this might be a doctor or someone of authority.

Example: "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results."



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