

Vocabulary 8 – Logical Fallacies

1. **bandwagon appeal** - The claim that because many people believe in an idea that the idea must be right
2. **false need** - Arguments that create an unnecessary desire for things
3. **red herring** - Attempting to change the subject or use misleading or unrelated evidence to support a conclusion
4. **sentimental appeal** - An attempt to replace a logical argument with an appeal to the audience's emotions
5. **rhetorical fallacies** - Not allowing for the open, two-way exchange of ideas upon which meaningful conversations depend
6. **ad hominem** - Personally attacking your opponent's character instead of their arguments
7. **scare tactic** - Using fear as the base of an argument; attempting to frighten people into agreeing with a claim
8. **false authority** - Using an alleged authority as evidence in your argument when the authority is not really an authority on the facts relevant to the argument.
9. **dogmatism** - Shutting down discussion by asserting that the writer's/speaker's beliefs are the only acceptable ones
10. **slippery slope** - Suggesting that one event will to a more serious second event and so on until the most disastrous event occurs
11. **either/or** - Reducing complex issues to black and white choices as the only ways to view the issue

12. **appeal to authority** - Insisting that a claim is true simply because a valid authority or expert on the issue said it was true, without any other supporting evidence offered
13. **guilt by association** - Calling someone's character into question by examining the character of that person's associates
14. **moral equivalence** - Compares minor problems with much more serious crimes or vice versa
15. **strawman** - Substituting a person's actual position or argument with a distorted, exaggerated, or misrepresented version of the position of the argument.