

Ch. 05: More Rhetorical Devices

I. Pseudoreasoning

- a. Pseudoreasoning is a kind of rhetoric that aims at supporting a claim. That is, it offers considerations meant to persuade you to accept the claim.

II. Argument from Outrage

- a. A would-be argument may be called an "argument" from outrage if it hides relevant issues by arousing anger.
- b. The anger is not the problem. Anger is not an argument, and as long as it doesn't pretend to be one it can't be a fallacy either.
- c. Becoming angry because you see that something is wrong is sometimes appropriate; saying that something is wrong because you are angry is never appropriate.
- d. **Scapegoating** is a breed of "argument" from outrage in which one person, or a group, gets blamed for everything bad.

III. Scare Tactics

- a. When the emotion appealed to is fear, we call this scare tactics.

IV. Argument from Pity

V. Argument from Envy

- a. The "argument" from envy exaggerates the bad points of the envied person.

VI. Apple Polishing

- a. When someone appeals to your vanity, the fallacy goes by the name of apple polishing.
- b. Note that this move can take subtle forms – for instance, "You are too smart to believe in telepathy."

VII. Guilt Trip

- a. The guilt trip elicits feelings of guilt to get people to do something or agree that they should do it.

VIII. Wishful Thinking

IX. Three other fallacies begin with the desire for social acceptance.

- a. The "argument" from **peer pressure** puts all its weight on approval alone.
- b. The **group think** fallacy along very similar lines reasons on the basis of group identification. One's team or school or fraternity or state becomes the touchstone for deciding on an issue's birth.
- c. A species of group thinking is **nationalism**, a powerful emotion that can lead to the absolute endorsement of all of a country's policies.

X. Rationalization

XI. Argument from Popularity

XII. Smokescreen and Red Herring

- a. Is typically introduced with the deliberate purpose of throwing a discussion off course.