**Logical and Emotional Fallacies**

A fallacy is a flawed or deliberately deceitful use of rhetoric. The word “fallacy” derives from two Latin words: “fallax” means “deceptive” and “fallere” means “to deceive. Logical fallacies are false beliefs caused by errors in reasoning. Emotional fallacies are arguments designed to appeal to feelings in order to override or circumvent logical judgment.

**Common Logical Fallacies**

* **Card Stacking:** Stacking evidence in a slanted, distorted, or fabricated way in order to strengthen one side of an issue at the expense of another viewpoint.
* **Either/Or Fallacy:** The oversimplification of an argument by presenting an issue as black-or white when other alternatives exist.
* **False Analogy:** An invalid, extended comparison in which two things are thought to be similar when, in fact, they are not.
* **Red Herring:** Irrelevant and misleading support that pulls the audience away from the real argument.
* **Straw Man:** Misrepresenting someone’s views to gain a rhetorical advantage, or focusing on the weakest or least plausible opposition argument.
* **Hasty Generalization:** A sweeping general statement without supporting evidence, including inferences presented as fact, stereotyping, and insufficient sampling.
* **Slippery Slope:** An implication that if someone does one thing, it will inevitably cause a “domino effect” of negative results leading to the worst possible outcome.
* **Post Hoc Ergo Propter Hoc**: When a cause and effect relationship is argued, but in reality the events only exist together in time.
* **Non Sequitur:** Literally translates from the Latin as “it does not follow.” When a conclusion does not logically follow from its premises.

**Common Emotional Fallacies**

* **Argumentum ad Hominem**: An argument attacking a person’s character. These personal assaults come in the form of name-calling, mudslinging and smear tactics.
* **Bandwagon**: The argument of common practice; an audience is urged to do something because everyone else is doing it.
* **Ad Populum/The Common Man**: The argument stresses a bond between the arguer and the average citizen. This claim relies on the notion of sincerity.
* **Status Appeal**: The argument emphasizes the cause/effect relationship between adopting a position and bettering oneself as a result.
* **Scare Tactics**: The argument that a position must be taken in order to avoid problems; this fallacy often relies on exaggeration and combines nicely with the either/or or slippery slope logical fallacy.
* **Testimonial/Appeal to Authority**: The argument that a claim is superior because a well-known person, usually without expertise, says so.
* **Glittering Generality**: The argument relies on vague generalizations that sound nice but lack real substance.