

Speaker Analysis
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Vagueness

Not clearly expressed or not with precise meaning. Use of words such as Freedom, Democracy, and Communism without clearly expressed meaning.

1 2 3 4 5 6 7 8 9 10

Ambiguity

Capable of being understood in two or more possible ways.

1 2 3 4 5 6 7 8 9 10

Shift of Meaning

Like making conclusions about the theory of Marxism and then shifting all of the remarks to apply to the Soviet Union.

1 2 3 4 5 6 7 8 9 10

Degrees & Titles

Reference to degrees and titles as if that means the speaker knows what he is talking about.

1 2 3 4 5 6 7 8 9 10

Repetition

As if repeating gives validity where none exists.

1 2 3 4 5 6 7 8 9 10

Slogans

An attention getting phrase; or a phrase used to express a characteristic position or stand with the implication that everyone should agree with it.

1 2 3 4 5 6 7 8 9 10

Appeal to Flattery

Excessive praise to influence the listener, which has nothing to do with the issue.

1 2 3 4 5 6 7 8 9 10

Appeal to Ridicule

To make fun of something in a negative way.

1 2 3 4 5 6 7 8 9 10

Appeal to Prestige

To give undue standing or high esteem, thus creating an illusion about a person's importance.

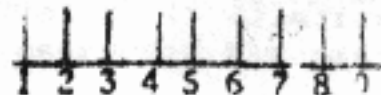
1 2 3 4 5 6 7 8 9 10

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Appeal To Prejudice

An appeal to an irrational attitude that the listener has, which tends to get in the way of logical judgment.



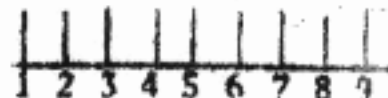
Folksy Appeal

Informal or casual, and in a manner that will cause the audience to react favorably from an emotional standpoint.



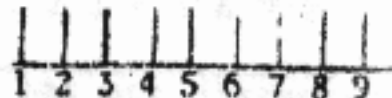
Join the Bandwagon Appeal

Join because everyone is joining. It is a movement that attracts people because of its timeliness, showmanship, or momentum, but not because of its logic.



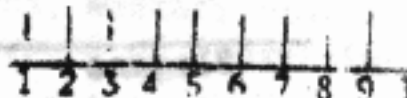
Hasty Generalization

To derive or induce a general conception or principle from specific particulars, which generalization may not be applicable.



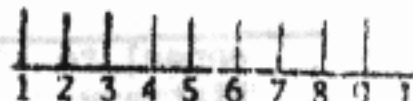
Faulty Analogy

Inference that if two or more things agree with one another in some respects they will probably agree in others. An example would be that if the United States has a Social Security Program and the Soviet Union has a similar program, they are both Socialist nations. You go from the specific to the general.



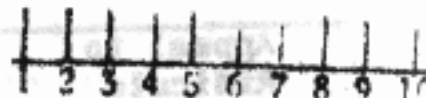
Name and Quote Dropper

Use names or quotes as if their use somehow gives credence to the argument.



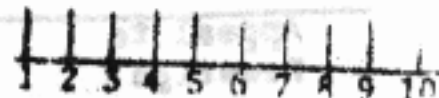
Non Sequitur

The conclusion does not follow logically. An example would be: "Put an end to corruption, Vote Democratic."



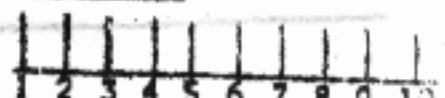
Disproving by Minor Point

Disprove a minor point and thus say the whole issue is false.



Ad Hominem

Appealing to a person's feelings or prejudices rather than his intellect. Marked by an attack on a person's character.



Speaker Analysis

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Leading Question As in, "Don't you believe that a man should be honest?" Then the speaker goes on as if an individual was not honest.

1 2 3 4 5 6 7 8 9 10

Attacking a Straw Man Refers to a weak or imaginary person to be set up and then easily proven wrong. Such as a man speaking against abortion referring to a person who had an abortion by, "You know the kind of a person who has an abortion." The implication is negative, and the Straw-Man cannot defend himself against this negativism.

1 2 3 4 5 6 7 8 9 10

Begging the question Does not answer the question but talks around it.

1 2 3 4 5 6 7 8 9 10

Academic Detachment The speaker says the question is too complicated or you wouldn't understand it or talks around it in an intellectual fashion, but never gets to the issue. Sometimes it amounts to talking about both sides of a issue without centering on the question.

1 2 3 4 5 6 7 8 9 10

Conservatism, Radicalism, Moderateness Speaker refers to a political position as if it is had or ought to carry with it a negative emotional response.

1 2 3 4 5 6 7 8 9 10

Tabloid Thinking Thinking in compressed or condensed scope which comes out in glaring headlines. An example would be, "The Civil War was caused by slavery."

1 2 3 4 5 6 7 8 9 10

Causal Over-simplification Expressing or indicating Cause in oversimplified terms. Example would be, "Since the newspapers wrote about conditions in Cuba prior to 1898, they caused the Spanish American War."

1 2 3 4 5 6 7 8 9 10

Commonality of Interests Assumes that your commonality of interests lends standing to the argument.

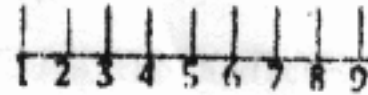
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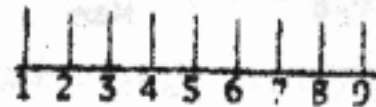
Selective Data

The speaker selects only certain data and information to illustrate his point, leaving out data that would tend to discredit his position.



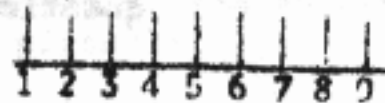
Simplistic Detachment

"We all know that....."



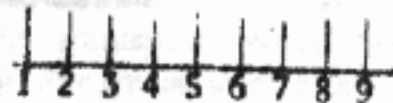
Either - or

Which would you rather have your children do,
1) Attend a beer party, or
2) Go to church
(There could be other choices)



Appeal to Ignorance

A proposition (1) is said to be true because it has not disproved (2) is said to be untrue because it has not been proved.



Technical Jargon

The use of technical language or unfamiliar words, whether contained in the dictionary or freshly coined, for the purpose of impressing people.

