

## Learning Aristotle's Rhetorical Techniques and Logical Fallacies via Television Commercials and Political Speeches - Handout

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Prezi: <http://bit.ly/2TyRXvy>

This Handout: <http://bit.ly/1NRuoFN>

UNC Writing Center Logical Fallacies Explanation:

<http://writingcenter.unc.edu/files/2012/09/Fallacies-The-Writing-Center.pdf>

### Video Links:

#### Videos About Common Logical Fallacies from the PBS Idea Channel:

Ad Hominem Fallacy: <https://www.youtube.com/watch?v=IVFK8sVdJNg>

Straw Man Fallacy: <https://www.youtube.com/watch?v=cGZkCPo7tC0>

Black & White Fallacy: <https://www.youtube.com/watch?v=eqz53d-fYL8>

#### Television Commercials:

Beyonce Pepsi Commercial -

<https://www.youtube.com/watch?v=bpkjk2apne8&feature=youtu.be>

ASPCA Commercial - <https://www.youtube.com/watch?v=R1PUADWEMQY&feature=youtu.be>

#### Political Videos:

- “You have the charisma of a damp rag and the appearance of a low-grade bank clerk” - <https://www.theguardian.com/world/2010/feb/25/nigel-farage-herman-van-rompuy-damp-rag> - Argument *ad hominem* ("against the person")
- Only discussing a “Turtle Fence” when the topic at hand is healthcare-<http://www.youtube.com/watch?v=7krh9Bpy1-A> - Faulty Analogy
- “Liberty or Tyranny” - <http://www.youtube.com/watch?v=hd-ERDBs4ek> - False Dichotomy
- “If you get sick, die quickly” -<http://www.youtube.com/watch?v=-usmvYOPfco> - Straw Man
- “We were sweating and these guys were standing there, watching us, and sipping on a slurpee.”-<http://content.usatoday.com/communities/theoval/post/2010/10/obama-republicans-cars-and-slurpees/1> - Faulty Analogy

You can have students watch these and work in groups to identify flaws in the arguments and write reactions. Remind them that it is not about if they are for or against

the person's argument or agree with the politics, but about critiquing the persuasive strategies that are used in these "oral argument essays."

"Six Logical Fallacies Politicians Often Use—and How to Guard Yourself Against Them"  
by Scotty Hendricks

<https://bigthink.com/scotty-hendricks/six-logical-fallacies-youll-hear-this-election-season-and-how-to-beat-them>