

# Take out 2 sheets of paper for notes!

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1. Put heading on both
2. Title one: Fallacy & Propaganda Notes
  1. EQ: How does media affect perception?
3. Title other: Fallacy Quiz

# Logical Fallacy & Propaganda....

.....Or Persuasive device?



# How does this apply to Stalin?

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- In what ways did Stalin use Propaganda?
- How did affect public opinion?
- What surprised you about the USSR's reactions to Stalin? Why do you think this happened? Could it have been prevented?

*EQ: How does media affect perception?*

# What is a Logical Fallacy?

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- Propaganda is:
  - Biased and misleading information used to promote a particular political cause or point of view.
- Logical Fallacy is used in Propaganda, and is generally an appeal to emotion, not intellect where:
  - Lack of logic
  - Logic is skewed/distorted
  - Irresponsible or manipulative
  - Takes advantage of audience's emotions, blinds them to truth

*EQ: How does media affect perception?*

# What is a Persuasive device?

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- Persuasive technique can persuade emotionally but not necessarily manipulatively:
  - Fair use of logic is present with emotion
  - Uses emotions to enhance truth vs. manipulate truth
  - Balances Ethos, Pathos, & Logos vs. Manipulating Pathos

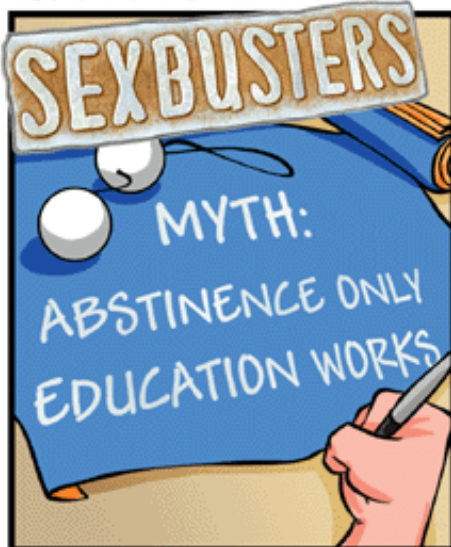
*EQ: How does media affect perception?*

# Types of Fallacies and Devices

## Ad hominem attack (Fallacy):

Attacking the opponent personally instead of the opponent's ideas

LEAST I COULD DO



THE ELEPHANT IN THE ROOM



BY RYAN SOHMER AND LAR DESOUZA

10.10.08

*EQ: How does media affect perception?*

# Types of Persuasive Devices

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**Repetition**  
**Repetition**  
**Repetition**

- Ad nauseam

Tireless repetition of an idea or slogan


Examples:

“Wanna Fanta? Don’t ya wanna, want a Fanta? Don’t ya wanna, want a Fanta? Don’t ya wanna, want a Fanta?...”




*EQ: How does media affect perception?*

# Types of Persuasive Devices



In Katanage, N.Y. Gantz

**If you're feeding a 240-pound defensive end you give him what he likes for dessert. (Or else.)**



**Royal**  
pudding & pie filling

NFL players like Royal Pudding at the training table.

How can we argue? Royal Puddings have the richest flavors going. Each one creamy-smooth and delicious. Give your team the taste they like and the energy they need—even if nobody on your team weighs over 40 pounds soaking wet.

## ■ Appeal to Authority

Shows important people to support a position, idea, argument, or course of action:

Example:

“If the president says it’s true, than it must be true because he is the president.”



*EQ: How does media affect perception?*

# Fallacies and Types of Fallacies and Devices

- Appeal to fear:

**Example:**

"If you don't do this,  
we will all die!!!!!!!"

"Voting for him is the  
same as voting  
for the terrorists."

About 440,000 Americans die each year from diseases related to smoking.  
90% of them started as teen smokers.



truth  
THETRUTH.COM



FreakingNews.com

*EQ: How does media affect perception?*

# Types of Fallacies and Devices

- Appeal to Prejudice  
Based on race, ethnicity,  
gender, social-class

Example:

“So easy a woman could  
do it!”



# Types of Fallacies and Devices

*EQ: How does media affect perception?*



Bandwagon:

This technique reinforces people's natural desire to be on the winning side. Everyone's doing it, so it must be good!

A vintage Philip Morris advertisement. At the top, it says 'More vintage tobacco makes PHILIP MORRIS so popular with younger smokers'. Below this is a photograph of a young man and woman. The man is holding a cigarette and a pack of Philip Morris cigarettes. The woman is smiling and holding a bouquet of white and yellow daisies. In the top right corner, there is a small logo that says 'VINTAGE'. At the bottom of the advertisement, it says 'Gentle, more delicate in flavor...for those with keen young tastes'. Below this is a short paragraph of text explaining why Philip Morris is popular among younger smokers, and the Philip Morris logo in red.

More vintage tobacco makes **PHILIP MORRIS** so popular with younger smokers



Gentle, more delicate in flavor...for those with keen young tastes

Why is it that PHILIP MORRIS finds special favor among younger smokers? Simply because younger smokers—with their eager, unspolled tastes—are quick to note the likeable gentleness and delicate flavor that distinguish vintage tobacco. Do as Young America does. Enjoy PHILIP MORRIS—King Size or Regular—in the convenient Snap-Open pack.

**Philip Morris**

*EQ: How does media affect perception?*

# Types of Fallacies and Devices

- Common man/Plain Folks  
Attempts to convince the audience that the writer reflect the common sense or common values of the common man.

Example:

Presidents in cowboy hats, rolled sleeves, kissing babies, “Joe the Plumber”

COMMON SENSE  
IN A FIELD WHERE  
COMMON SENSE  
ISN'T ALL THAT  
COMMON.

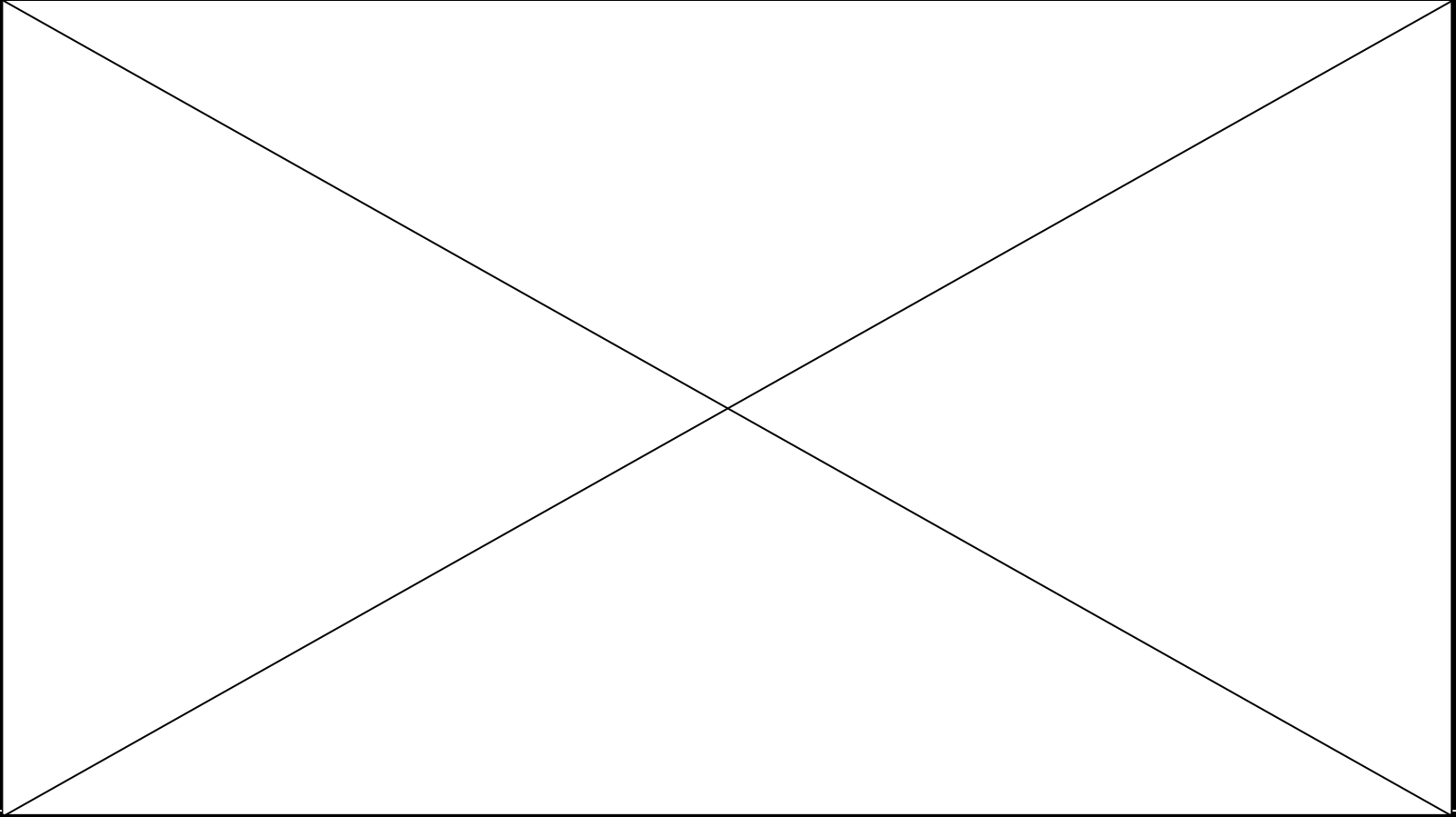
BECAUSE IT WORKS.



CARDINAL CAPITAL  
MANAGEMENT, INC.

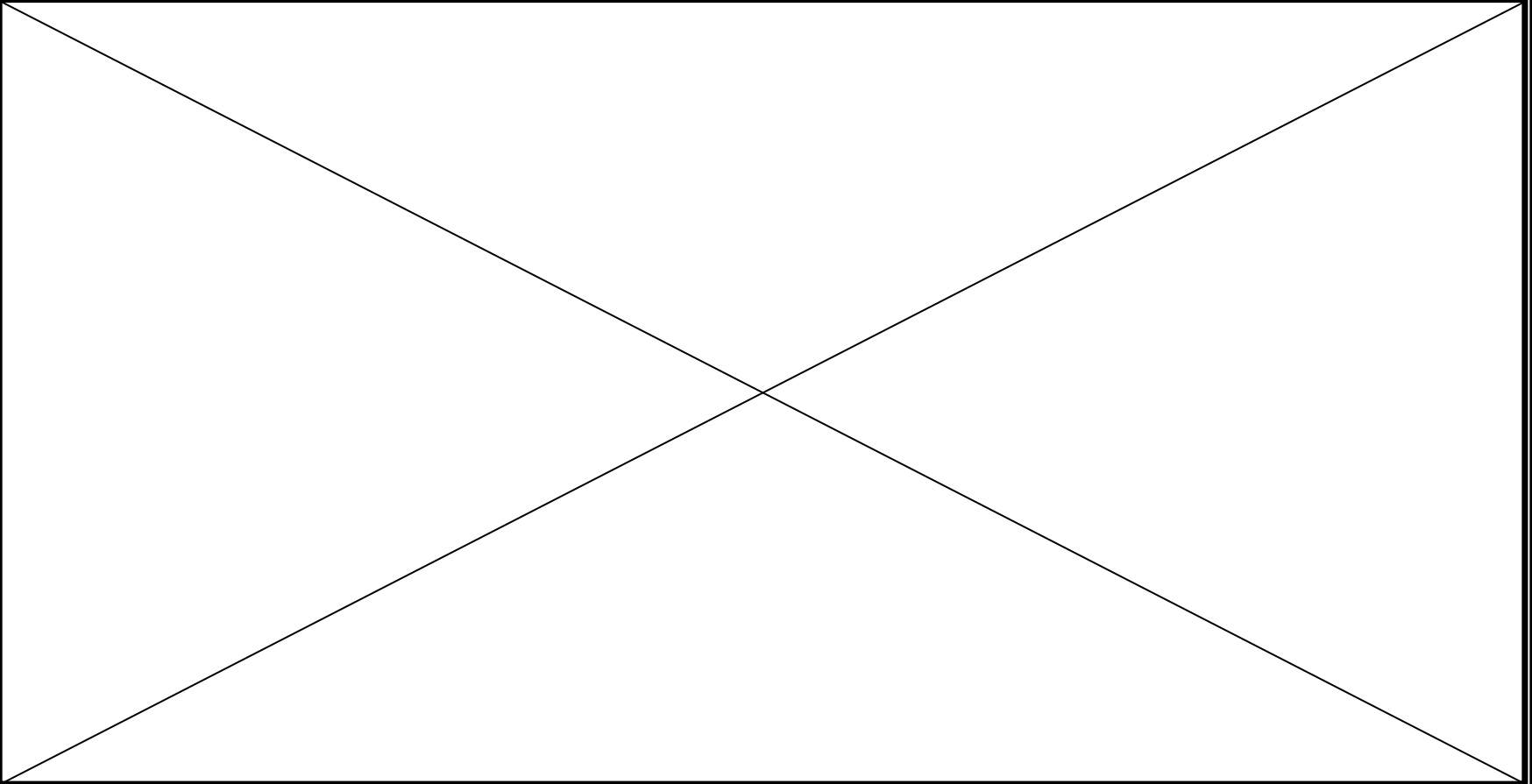
**1. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



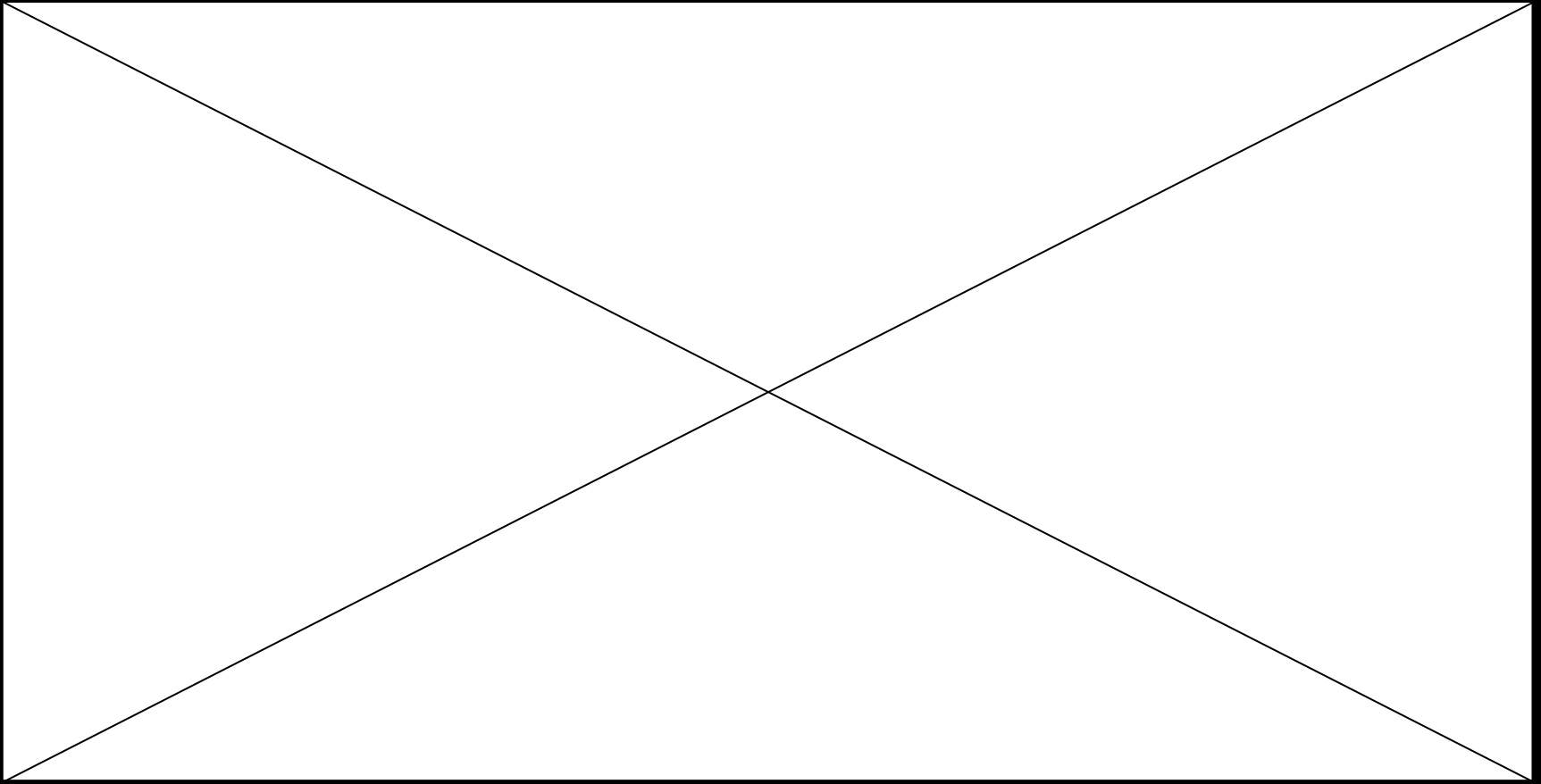
**2. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



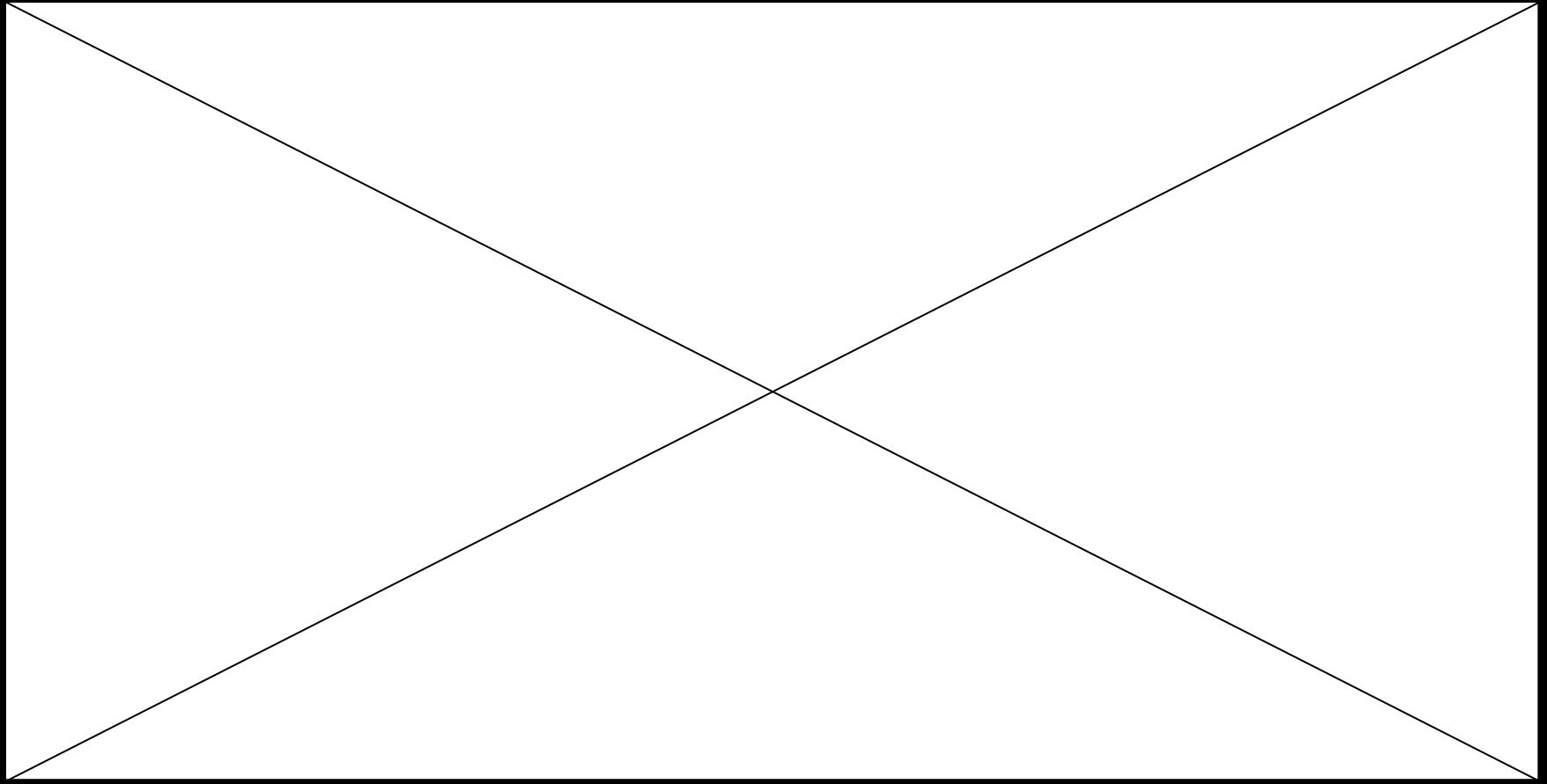
**3. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



**4. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

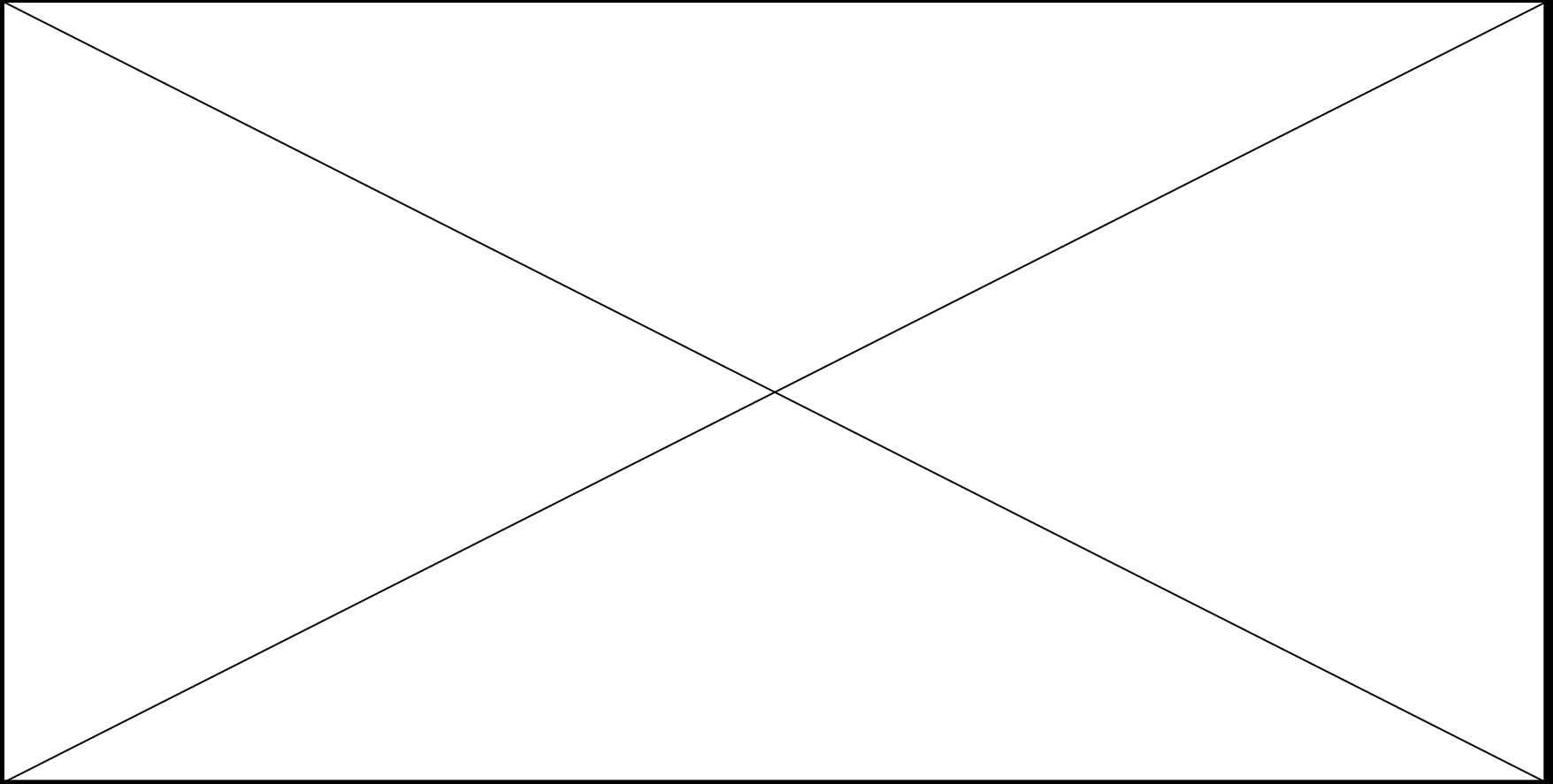
**Why?  
Explain!**





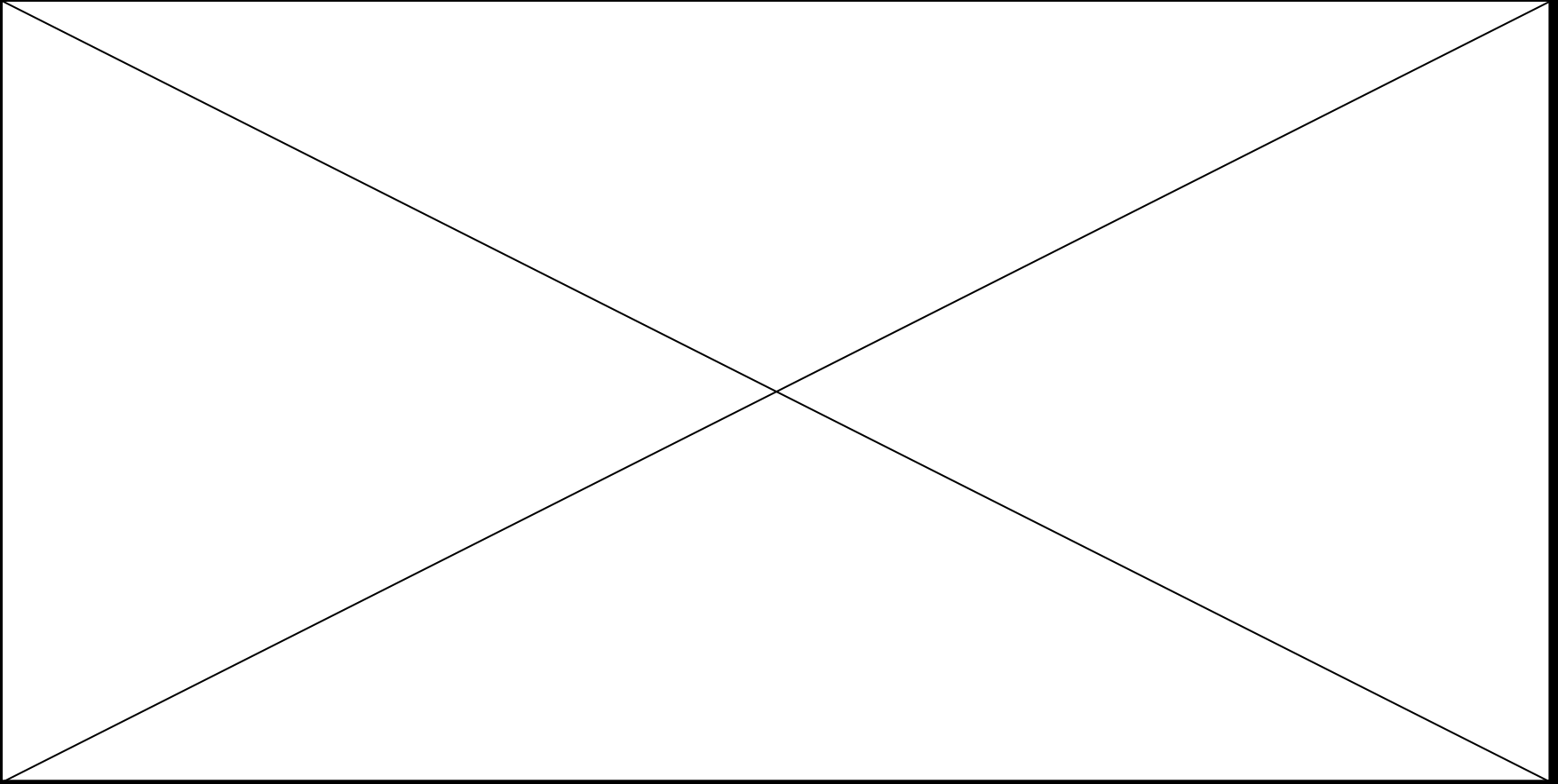
**5. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



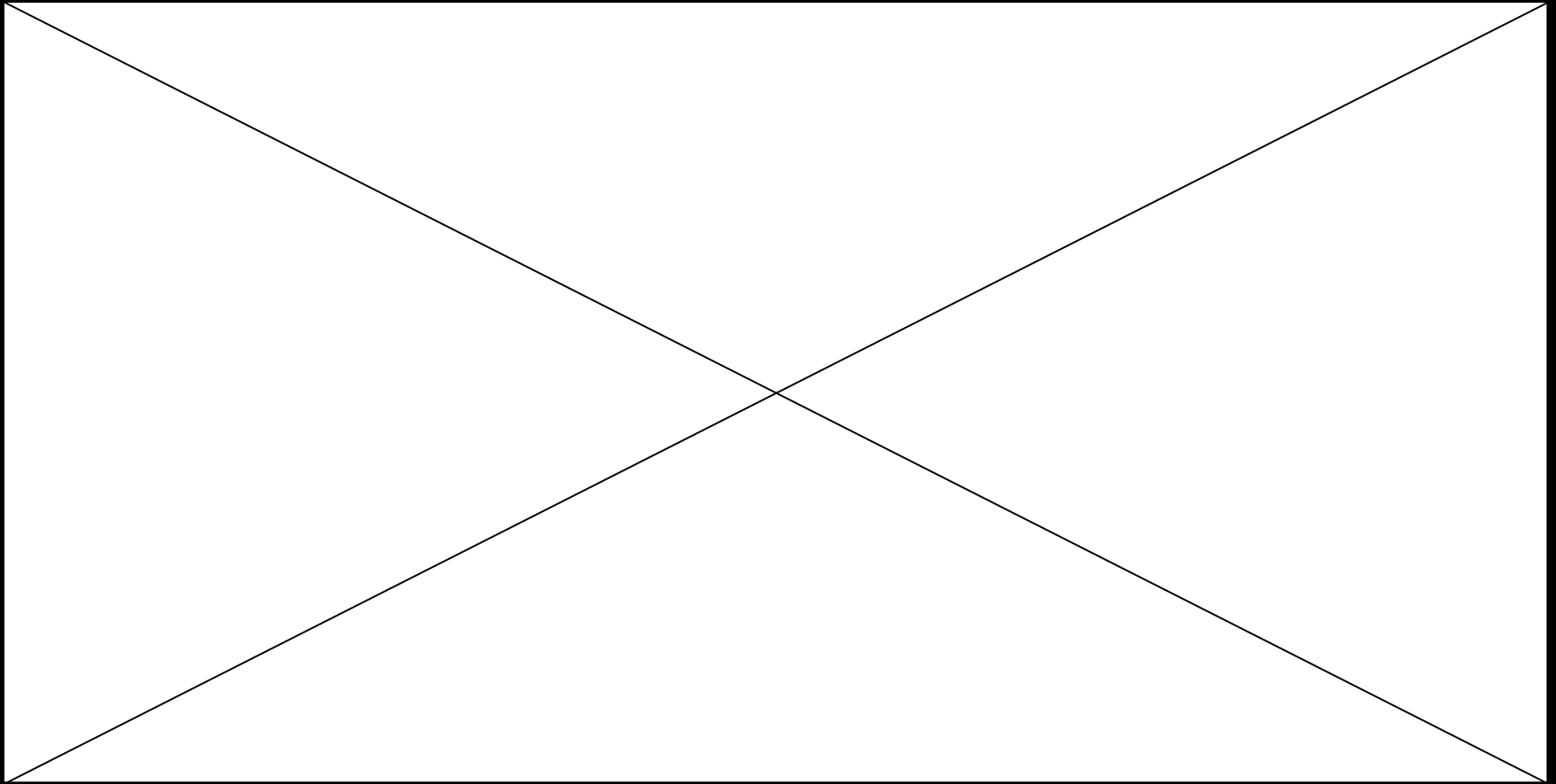
**6. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



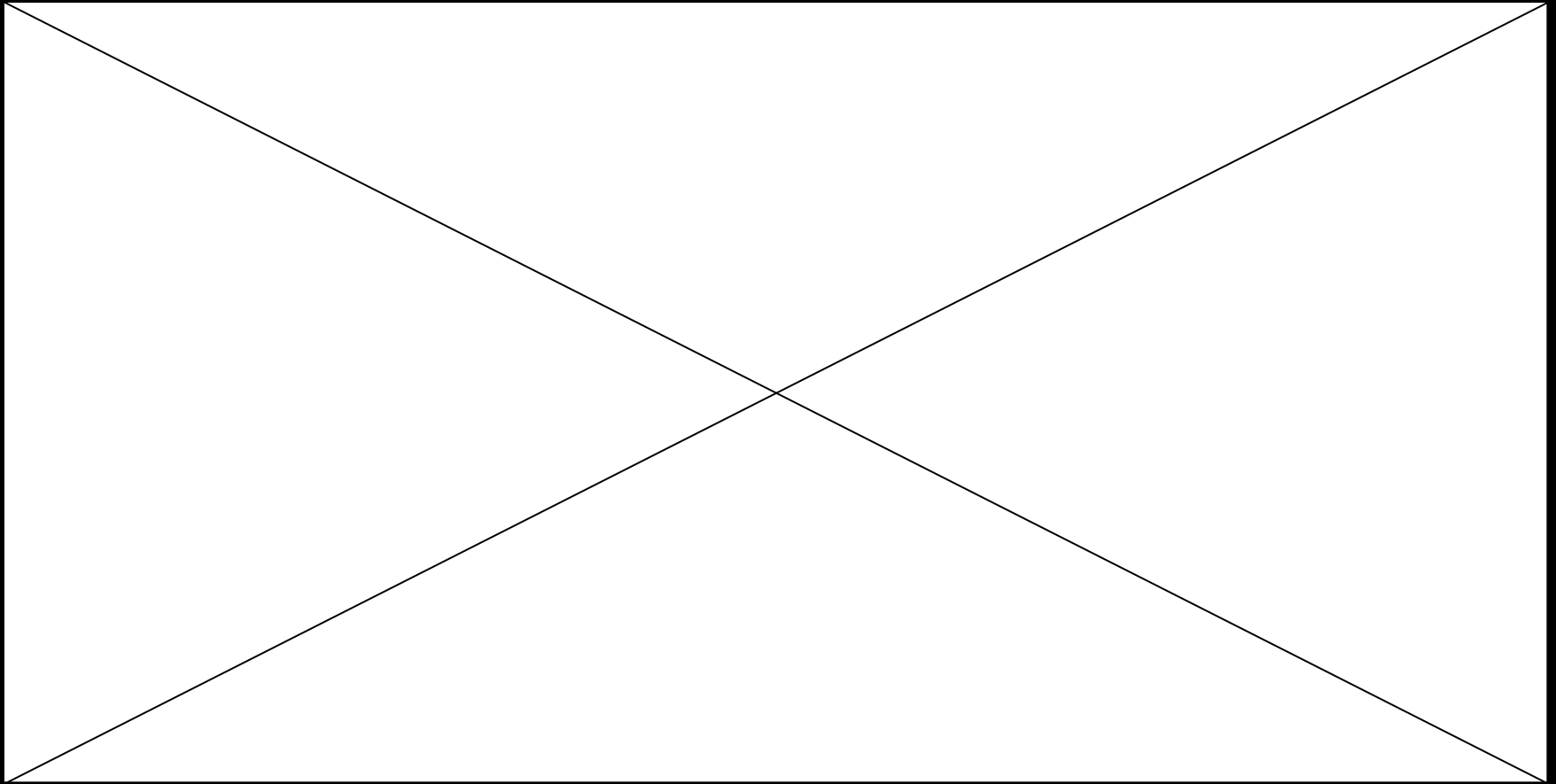
**7. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



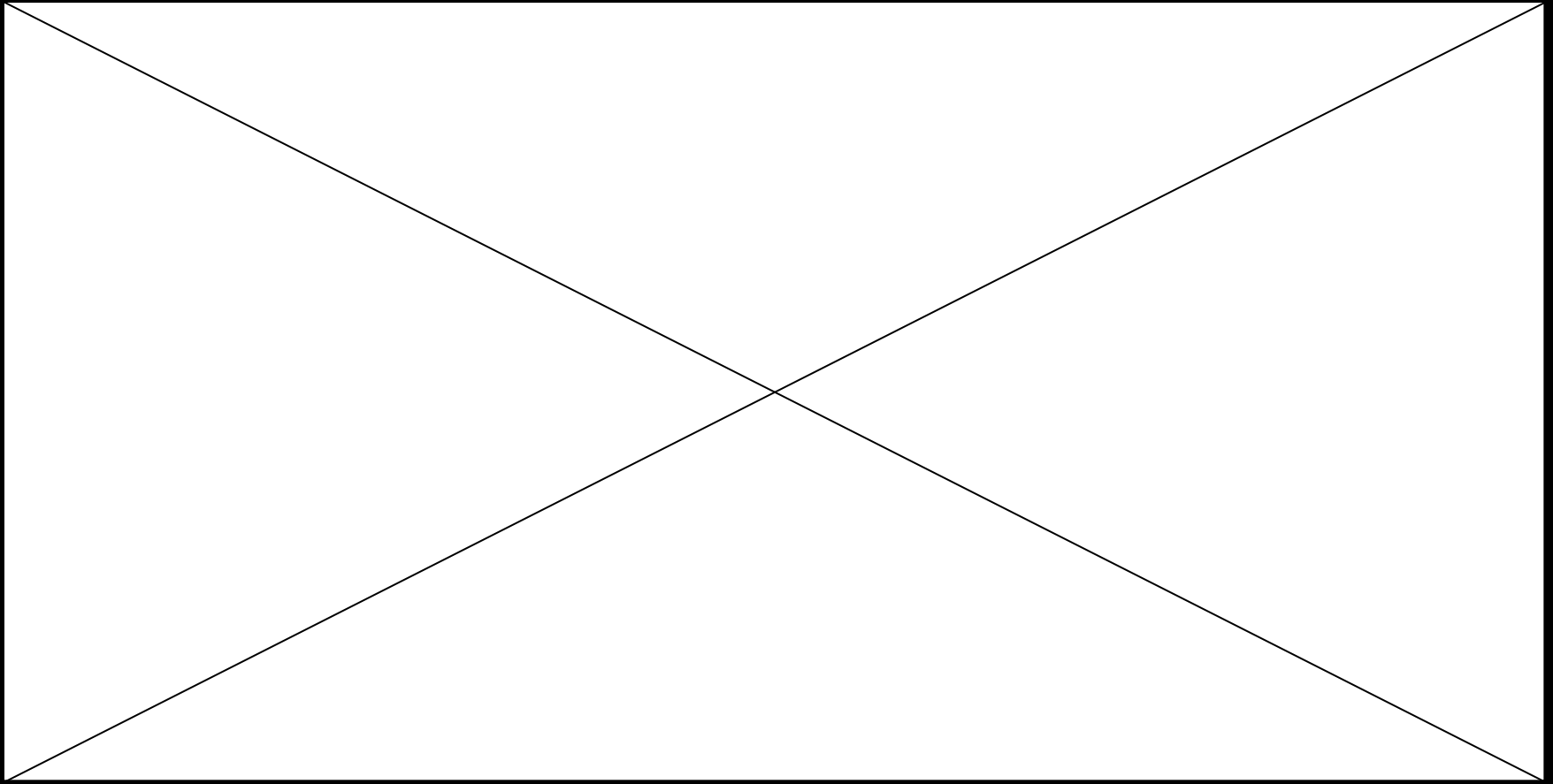
**8. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**



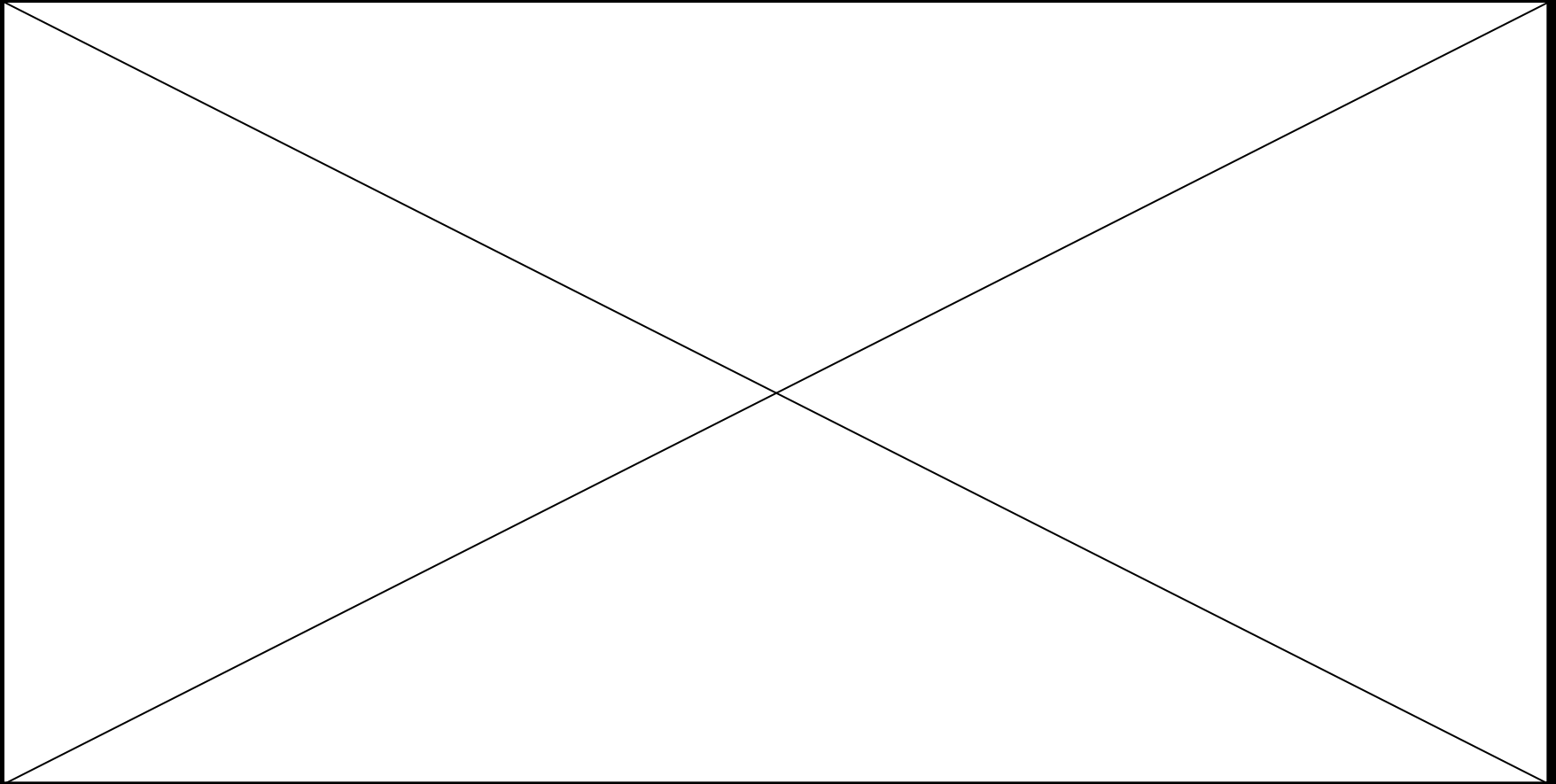
**9. Write your guesses for these  
Devices on your notes – what  
Devices do you see?**

**Why?  
Explain!**

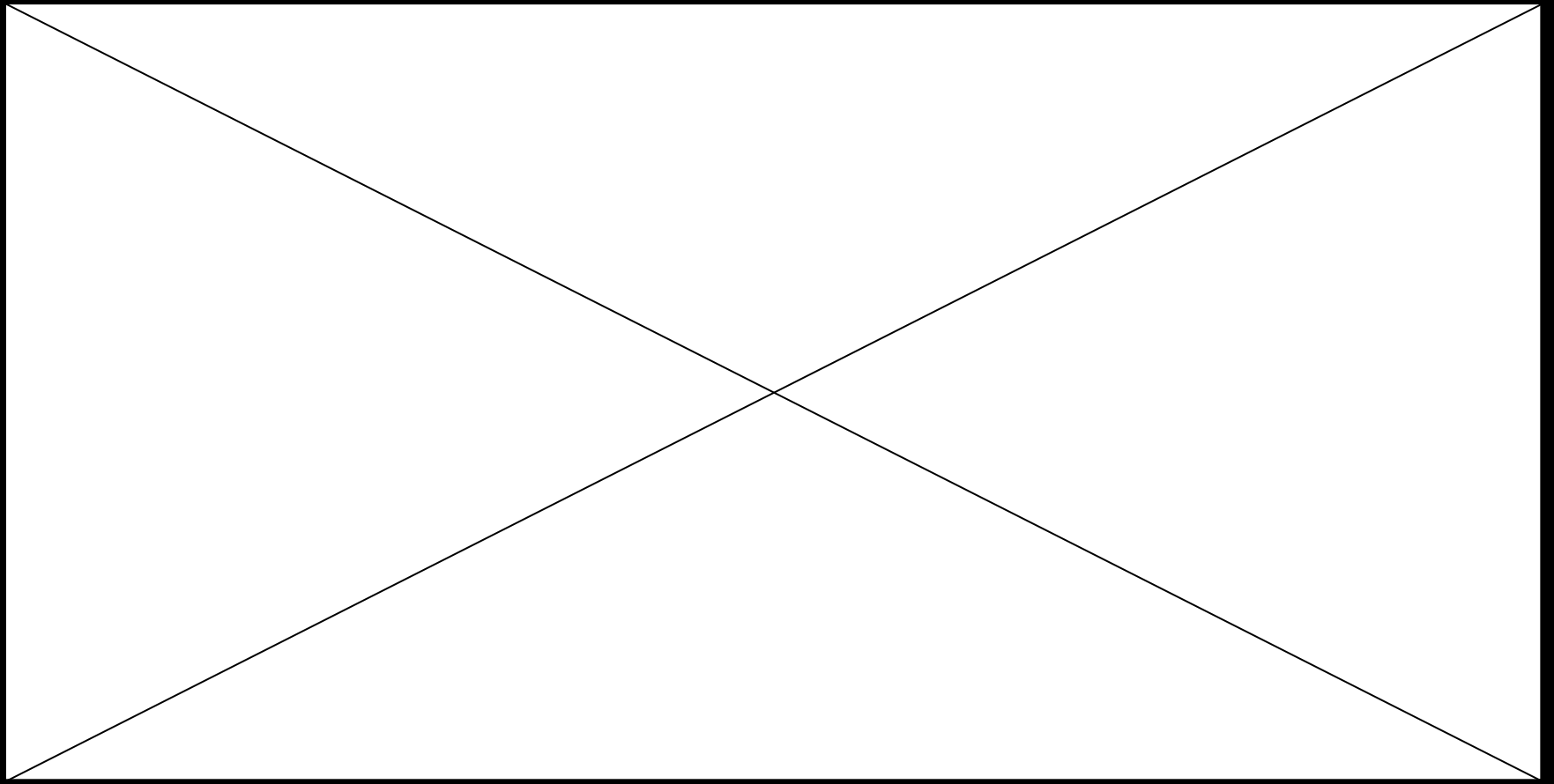


**10. Write your guesses for these Devices on your notes – what Devices do you see?**

**Why?  
Explain!**



**And this one is just weird.....**



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- Turn in notes and quiz at the door
  - Make sure both have your name/heading!