

## Argumentation fallacies

Sometimes we find out that our opponents or even ourselves are moving on the edge of the argumentation logic (sometimes even far behind the line). Unfair argumentation can be sometimes called an argumentation foul, like in football. The aim of fouls is to deform logic in such way, that it helps to win an argument not taking the truth into consideration. This often goes hand in hand with manipulation. Those techniques need to be recognised and identified.

### Ad hominem

If your opponent does not react to what you say, but instead he or she focuses the critique to you as a person. Example: *Reaction of a customer to a car seller: "How can you tell me, that this is a suitable vehicle for a family if you are 23 and you have no kids?"*

### Bandwagon - Vox populi

This fallacy comes from an assumption, that the behaviour of a majority should affect the behaviour of an individual. Example: *"Everyone in the company thinks this solution is better."*

### Begging the question

Argumentation fallacy in which the claim, that needs to be proven, is considered to be correct from the beginning. Example: *"The freedom of expression is important, because people should have the possibility to express themselves freely."*

### Post hoc ergo propter hoc

Sometimes two events that happen one after another are considered to be a cause and an effect. Example: *"You call this driving? The car broke the moment you sat behind the wheel!"*

### Ethos

Sometimes we are forced to accept an argument only because the author is an authority in given field. Example: *"I cannot be wrong, I have been doing this for the last 50 years and I experienced this situation not once."*

### False dilemma

The author of this argument intentionally seeks to present only two options to us, while in reality there are many others. Example: *"Either we put this product on the market this week or we won't use it at all."*

### Pathos

Instead of using rational arguments this fallacy aims to induce emotional reaction on listeners side. Example: *"You want to do this to me after all I have done for you?"*

### **Slippery slope**

Fallacy, in which the opponent seeks to extend the idea into unrealistic consequences.

Example: “Now you want to borrow 50€, but next time it will be 100 000€, then it will be my whole house and it’s all going to build up like this. I’d rather not start at all.”

### **Straw man**

Sometimes your opponent misinterprets your argument and then attacks the new, most of the time absurd version. Example: “You proposed optimisation of number of employees and your colleague reacts: “This is nonsense! If we let go half of our people, the production will collapse and families of those people will too.” Fact is you never intended to dismiss a significant number of employees.

### **Poisoning the Well**

This is a preamptive Ad hominem fallacy. The personal attack comes even before the other side had a chance to bring their own argument. Example: “Great, now let’s hear Mr. Amateur here...”

### **Appel to tradition or nature**

Argument, which automatically assumes that if something is inconsistent with tradition, it is wrong. That harmony with nature is good and there is something like natural order and everything that goes against it is wrong. Example: “Homosexuality is against nature...”

### **Misleading with a proof**

The other side uses a study as a proof, but the study is incorrect or comes from an unverified source. Example: *Tobacco companies have been using various studies for years to prove that smoking is not harmful to your health. But those studies were carried out by institutions living of donations from these very companies - so they weren’t independent..*

### **„Cherrypicking“**

The opponent side uses selected pieces of evidence or facts, that support their position, but do not comply with objective reality. Example: “George Soros came to Great Britain as a poor immigrant and succeeded against all odds. That is a clear evidence, that if you try really hard, the fact that you come from a socially disadvantaged environment does not play a role.”