

Chapter 10 Presentation Notes

Main Learning Objective: Be a Critical Reader

- Separate Fact from _____
- Detect Propaganda
 - Bandwagon
 - _____
 - Transfer
 - Plain Folks
 - Name Calling
 - Glittering _____
- Recognize Errors in Reasoning (Fallacies)
 - Circular Reasoning
 - Personal Attack
 - _____ Man
 - False Cause
 - False _____
 - Either-Or

Basis for Comparison	Fact	Opinion
Meaning	Fact refers to something that can be verified or _____ to be true.	Opinion refers to a judgement or _____ about something.
Based on	Observation or research.	Assumption or personal view.
What is it?		
Verification		
Represents	Something really happened	A _____ about something
Change		Differs from person to person
Words	Shown with _____ words	Expressed with biased words.
Debatable		
Influence	Facts have the power to _____ others.	Opinions do not have the power to influence others.

6 Common Propaganda Techniques: (write the definition of each)

Advertisers, salespeople, and politicians often try to promote their points by appealing to our emotions rather than our powers of reason.

1. Bandwagon
2. Testimonial
3. Transfer
4. Plain Folks
5. Name Calling
6. Glittering Generalities

6 Common Errors in Reasoning (Fallacies): (write the definition of each)

Politicians and others are at times guilty of errors in reasoning—fallacies—that take the place of the real support needed in an argument.

1. Circular Reasoning
2. Personal Attack
3. Straw Man
4. False Cause
5. False Comparison
6. Either-Or