Visit CH 3.

**3.1 - FALLACIES**

- **Formal**
- **Informal**

**FORM is "O.K."
Something Else is WRONG!**

- **Informal Fallacies of Relevance!**
  - Premise(s) \( \text{link} \rightarrow \text{Conc.} \)
  - Premises are EVIDENCE for the Conclusion. If the evidence is Irrelevant to the Conc., we have a fallacy.

**3.2: FALLACIES of RELEVANCE.**

1. **Appeal to Force.** *Argumentum ad Baculum*
   - Arguer: threats
   - Reader/Listener: to prey
   - Conclusion

2. **Appeal to Pity.** *Argumentum ad Misericordiam*

3. **Appeal to the People.** *Argumentum ad Populum.*

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**II. ONLINE QUIZ #07 due before class on MON!**

- **Direct Approach**
  - *Bandwagon Argument*
    - *Jump-in* - everybody else is doing it.
    - *Appeal to Vanity.*

- **Indirect Approach**
  - Speaker is targeting YOU.