**d:\Documents and Settings\sd23user\Local Settings\Temporary Internet Files\Content.IE5\ODEA5HRD\MC900361044[1].wmfLOGICAL FALLACIES**

Literally, a fallacy is "an error in reasoning that renders an argument logically invalid". By accident or design, fallacies may exploit emotional triggers in the listener or participant or take advantage of social relationships between people. Fallacious arguments are often structured using rhetorical patterns that obscure any logical argument.

Though an argument is not "logically valid", it is not necessarily the case that the conclusion is incorrect. It simply means that the conclusion cannot logically be arrived at using that argument. Though often used unintentionally, fallacies can be used purposefully to win arguments regardless of the merits.

1. **"ignoring the question"** – is diverting the argument to unrelated issues.
2. [**red herring**](http://en.wikipedia.org/wiki/Red_herring) – is giving hints in the wrong direction to deliberately mislead
3. **making the argument personal**
4. **discrediting the opposition's character**
5. **"**[**begging the question**](http://en.wikipedia.org/wiki/Begging_the_question)**"** is a statement that refers to its own assertion to prove the assertion. Such arguments are essentially of the form "a is true because a is true" though rarely is such an argument stated as such. Often the premise 'a' is only one of many premises that go into proving that 'a' is true as a conclusion.
6. [**non-sequitur**](http://en.wikipedia.org/wiki/Non_sequitur_(logic)) - incorrectly assumes one thing is the cause of another. *Non Sequitur* is Latin for "It does not follow."

E.g. *I hear the rain falling outside my window; therefore, the sun is not shining.*

1. [**bandwagoning**](http://en.wikipedia.org/wiki/Bandwagon_effect) – is the probability of an individual believing something because many others have already done so despite evidence
2. **d:\Documents and Settings\sd23user\Local Settings\Temporary Internet Files\Content.IE5\LZ4UPLWS\MC900056954[1].wmf"false dilemma" or** [**"either-or fallacy"**](http://en.wikipedia.org/wiki/False_dilemma) is when the situation is oversimplified. It involves a situation in which only two alternatives are considered, when in fact there is at least one additional option. The options may be a position that is between the two extremes (such as when there are shades of grey) or may be a completely different alternative.
3. **"**[**card-stacking**](http://en.wikipedia.org/wiki/Card_stacking)**"** – is the selective use of facts to prove a point

*\*\*All info taken from Wikipedia’s “Logical Fallacies” site.*