

Name: _____

Date: _____

FINDING THE FALLACIES THAT SURROUND YOU

Pay close attention to the world around you. Take note of the advertisements in your school, in the lunchroom, on television, on people's clothing, and so on. See if you can identify the fallacies in five to eight advertisements and the messages they are sending.

Advertisement	Location	Fallacy *	Message

* Use THE INTERNET ENCYCLOPEDIA OF PHILOSOPHY: FALLACIES (<http://www.iep.utm.edu/f/fallacies.htm#top>) to determine the type of fallacy in each advertisement. Is it an appeal to emotions, appeal to the people, traditional wisdom, etc.?