Ad hominem (Argument to the person): Attacking the person making the argument rather than the argument itself.
We would take her position on child abuse more seriously if she weren't so rude to the press.

Ad populum appeal (appeal to the public): Draws on whatever people value such as nationality, religion, family.
A vote for Joe Smith is a vote for the flag.

Alleged certainty: Presents something as certain that is open to debate.
Everyone knows that…   Obviously,
It is obvious that…   Clearly,
It is common knowledge that…   Certainly,

Ambiguity and equivocation: Statements that can be interpreted in more than one way.
Q: Is she doing a good job?
A: She is performing as expected.

Appeal to fear: Uses scare tactics instead of legitimate evidence.
Anyone who stages a protest against the government must be a terrorist; therefore, we must outlaw protests.

Appeal to ignorance: Tries to make an incorrect argument based on the claim never having been proven false.
Because no one has proven that food X does not cause cancer, we can assume that it is safe.

Appeal to pity: Attempts to arouse sympathy rather than persuade with substantial evidence.
He embezzled a million dollars, but his wife had just died and his child needed surgery.

Begging the question/Circular Logic: Proof simply offers another version of the question itself.
Wrestling is dangerous because it is unsafe.

Card stacking: Ignores evidence from the one side while mounting evidence in favor of the other side.
Users of hearty glue say that it works great! (What is missing: How many users? Great compared to what?)
I should be allowed to go to the party because I did my math homework, I have a ride there and back, and it's at my friend Jim's house. (What is missing: This child still has an essay to write, the ride is with an unlicensed driver, and Jim's parents are out of town).

False Analogy: Draws a comparison in which the differences outweigh the similarities.
Old Joe Smith would make a bad president because old dogs can't learn new tricks.

False dilemma (the either-or fallacy): Offers only two alternatives when more exist.
Go to college, or else you can forget about getting a job.

False or irrelevant authority: Citing the opinion of someone who has no expertise in the subject at hand.
President Jones says that global warming is not real; therefore, we shouldn't worry about the environment.

Generic Fallacy (a form of hasty generalization): Assumes something about a person based on that person's origin.
Joe Smith is from New York City, so he knows how to deal with street crime.

Guilt by association: A person's argument/ideas lack merit because of that person's associates or affiliation.
John Smith was employed as a file clerk at Big Life Insurance when that business declared bankruptcy; therefore, he should not be allowed to become Mayor.

Jumping on the bandwagon (a form of ad populum): Something is right because "everyone" does it.
Smoking isn't unhealthy; millions of people smoke.

Loaded question: Contains one or more unproven assumptions.
Are you still spending time with known criminals?

Name calling: Attaches an unpleasant label to someone or something.
Jane Smith was an alcoholic prior to running for office; therefore, she is unreliable.

Non-sequitur (irrelevant argument): Reaches a conclusion that does not follow from the premise.
Jane Smith is a strong speaker, thus she will make a good president.

Post hoc, ergo propter hoc (False Cause): Because two events are sequential, the first caused the second.
Santa Ana winds blew during the last earthquake, so the wind must cause earthquakes.

Red herring (ignoring the question): Tries to distract attention from one issue by calling attention to an unrelated issue.
Why worry about global warming when we haven't solved the problem of homelessness?

Self-contradiction: Two premises that can't both be true at the same time.
Only when our weapons have destroyed us will we be aware of the need to destroy weapons.

Taking something out of context: Deliberately distorts an idea or fact by removing it from surrounding material.
Critic says: *the movie was boring, but the photography was entertaining.*
Next day the ad claims: *Critics call the movie "entertaining."*