

Poking (and Plugging) Holes in Arguments

Student Name

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Advanced English Composition

Date

Product Advert

Are You Allowing Your Maid To Knead Atta Dough By Hand?

Her Hands May Be Infected.

Now Don't Compromise On **Health & Purity**

Bring Home
**KENT
Atta Maker
&
Bread Maker**

KNOW MORE

KENT
Smart Chef
Appliances

3/3

The advertisement is divided into three vertical panels. The left panel shows a person's hands kneading a large ball of dough on a wooden surface, with a rolling pin nearby. The middle panel is a close-up of hands kneading dough. The right panel is a promotional section with a yellow background. It features the text 'Now Don't Compromise On Health & Purity' in bold, followed by 'Bring Home KENT Atta Maker & Bread Maker'. Below this is an image of the white and silver appliance and a bowl of dough. At the bottom of the right panel, there is a 'KNOW MORE' button and the 'KENT Smart Chef Appliances' logo. A small '3/3' icon is in the top right corner of the right panel.

(Lister, 2021)

Hasty generalization


- It is a claim made using a number of examples and there is no substantial proof.
- Arguments that used hasty generalizations usually don't stay for long because of lack of evidence to support the claim.



Aspects of the advertisement


- The advert fits in this category because there is no substantial proof that maids usually contain germs on their hands
- The advert favoring one side and misleading the public.

Political advert

 **Joe Biden**
Sponsored • Paid for by Biden for President
ID: 614879832375672

RESPONSE NEEDED | MIDNIGHT DEADLINE: Donald Trump may make cuts to Medicare if he is re-elected in 2020. We can't allow that to happen. We can't allow older Americans and individuals with disabilities to lose their access to health care. Joe Biden will preserve and strengthen Medicare -- but we need you to help us fight for this program.

We're counting on you to be one of the 82 more supporters we need to hear



**WE NEED TO PROTECT
MEDICARE**

ADD MY NAME >

(Goldmacher, 2020)

Slippery Slope

- In this argument, there is an assumption that a particular event might lead to other chain of events in the future.
- The fallacy takes a starting point and concludes that negative results will be recorded.

Aspects of the advertisement

- From the advert, we can see the political rival being attacked about Medicare.
- The candidate is suggesting that the decisions of the opponent to cut costs, will lead to old people suffering.
- The best method to prevent old people from suffering is by electing him.

Product Advert



Kristina, 2021

Circular argument

- It usually happens when one argues repetitively on what they had assumed before coming into a conclusion.
- The fallacy usually seem like an argument but in fact it is usually restating the assumption of the person.

Aspects of the advertisement

- There is no argument because the message of the advert is using repetitive words to come into a conclusion.
- The term “smell like a man, man. Old spice” from the advert is just repetitive and has no argument.

Thank You

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