**Chapter 10 Presentation Notes**

* Main Learning Objective: Be a Critical Reader
	+ Separate Fact from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Detect Propaganda
		- Bandwagon
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- Transfer
		- Plain Folks
		- Name Calling
		- Glittering \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Recognize Errors in Reasoning (Fallacies)
		- Circular Reasoning
		- Personal Attack
		- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Man
		- False Cause
		- False \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
		- Either-Or

|  |  |  |
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| Basis for Comparison | **Fact** | **Opinion** |
| Meaning | Fact refers to something that can be verified or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be true. | Opinion refers to a judgement or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about something. |
| Based on | Observation or research. | Assumption or personal view. |
| What is it? |  |  |
| Verification |  |  |
| Represents | Something really happened | A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about something |
| Change |  | Differs from person to person |
| Words | Shown with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ words | Expressed with biased words. |
| Debatable |  |  |
| Influence | Facts have the power to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ others. | Opinions do not have the power to influence others. |

**6 Common Propaganda Techniques: (write the definition of each)***Advertisers, salespeople, and politicians often try to promote their points by appealing to our emotions rather than our powers of reason.*

1. Bandwagon
2. Testimonial
3. Transfer
4. Plain Folks
5. Name Calling
6. Glittering Generalities

**6 Common Errors in Reasoning (Fallacies): (write the definition of each)***Politicians and others are at times guilty of errors in reasoning—fallacies—that take the place of the real support needed in an argument.*

1. Circular Reasoning
2. Personal Attack
3. Straw Man
4. False Cause
5. False Comparison
6. Either-Or