**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

|  |  |  |
| --- | --- | --- |
| 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