

Section **E**

Techniques of Form

1. Concurrency

Game Book Definition

“Because things exist or appear simultaneously, it is claimed that one is the cause of the other. The form of the argument is: A is present along with B; therefore A is the cause of B. But two concurrents could never be the cause of one another, for a cause is something *antecedent* in time.”

From *Thinking Straighter*

- “Two concurrents could never be cause of one another. A cause is something *antecedent* in time.”
- “The concurrent factors held to be causally related may be dynamic in character. But again, because factor X grows or declines along with the growth or decline of Y, X is said to be the cause of Y.”

Expanded Definition

- Events are concurrent when they happen at the same time.
- The impact attributed to the concurrent event could be positive or negative.
- Concurrency often claims a causal relationship when coincidence is the true explanation.

Example of Concurrency with a positive conclusion

- a. All the schools that won the Purple Star Award had female principals, so women must make better principals than men.

Comment: The speaker asserts that *while* they had female principals, the schools won awards. Although the principal undoubtedly has an impact on school success, the awards recognize the overall merits of the schools. This includes the achievements of the faculties and student bodies.

Example of Concurrency with a negative conclusion

- b. When Gerry was chairman of the department, serious corruption was uncovered in the detective bureau. We do not want a person like that as our new boss.

Comment: Perhaps Gerry – rather than causing the corruption – should be given credit for uncovering the problem.

Example of Concurrency applied to coincidental events

- c. Mayor Enrique really brings disasters with him. He is now mayor of Miami as Hurricane Andrew destroys southern Dade County, just like he was mayor of Biloxi, Mississippi, when hurricane Camille wiped out that city.

Comment: The mayor can't control hurricanes. His administration's *response* to the disasters is fair game for discussion.

Concurrency is similar to Post Hoc in that both imply cause-effect relationships between events. However, Concurrency cites *simultaneous* occurrences while Post Hoc claims one event influences an event that *follows* it.

Example of Concurrency rather than Post Hoc

- d. Statement by a candidate at a political debate: “Since my opponent became mayor, our city has lost over 20,000 jobs.”

Comment: The word “since” is ambiguous. In this case, it has the sense of “while.” What the statement means is, “*During the time* my opponent has been mayor, our city has lost over 20,000 jobs.” So Concurrency is the Technique since many national and even international factors affect a city’s economy. *Limit examples like this to Junior/Senior Divisions.*

Example of Post Hoc rather than Concurrency

- e. Statement in an article critical of the previous mayor: “Since she left office, the economy has improved.”

Comment: Here the word “Since” means “After.” So Post Hoc applies because the writer implies that the mayor’s departure *caused* the subsequent improvement.

Concurrency may lead to a general conclusion. So, in this way, Concurrency resembles Hasty Generalization. However, the *form* of the argument determines the technique. Concurrency draws a general conclusion from the fact that two events or trends happen at the same time. Hasty Generalization occurs when a person, seeing several *particular* events, jumps to a general conclusion based on only those events.

Example of Concurrency rather than Hasty Generalization

- f. From October to June when college is in session, the monthly auto accident rate in Kent is much higher than it is for the summer months. It is obvious that students are responsible for the high accident rate.

Comment: The speaker draws the general conclusion that “students are responsible for the high accident rate.” However, the “reasoning” behind the deduction is that the accident rate increased *during* the time that college is in session.

Example of Hasty Generalization rather than Concurrency

- g. My friend Joan was in an auto accident caused by a college student. Sam had the same experience. College students are the worst drivers.

Comment: This general conclusion is based on two accidents involving college students.

Concurrency can resemble Faulty Analogy. Concurrency involves two events that are similar in that they occurred at the same time. Faulty Analogy takes two concurrent events and says that, because an event similar to one of them has happened again, the other event will take place also.

Example of Concurrency rather than Faulty Analogy

- h. I will always remember the Chicago Cubs of 1989. Not only were the Cubs great that year, but I also fell madly in love with a wonderful girl. I’ll always be grateful to the Cubs for my marriage.

Comment: The speaker claims that the Cubs' success was instrumental in his finding the right wife.

Example of Faulty Analogy rather than Concurrency

- i. I will always remember the Chicago Cubs of 1989. Not only were the Cubs great that year, but I also fell madly in love with a wonderful girl. I'm glad the Cubs are doing well again this year because my love life certainly needs a boost.

Comment: The speaker does not claim a cause-effect relationship between the Cubs' good play and his own romantic success. Instead, this example takes the form of, "This year and 1989 are alike in that the Cubs do well. So this year will also be like 1989 in that I will find romance."

If it is reasonable to assert a connection between simultaneous events, the answer is No Technique.

Example of No Technique rather than Concurrency

- j. The daughter was in the house when the father was murdered. She should be questioned about the crime.

Comment: The speaker does not claim that the daughter murdered her father. (That would be Concurrency.) Instead, it's logical that she might provide useful information about the crime.

Example of Concurrency rather than No Technique

- k. During Mayor Gordon's first term, corruption in city government has decreased by 50%. We need to reelect him.

Comment: As a general rule, *the example must give explicit evidence that a connection exists between the two concurrent events.* In this case, no evidence is presented that the mayor rooted out the corruption. It could have been a newspaper reporter or an investigation started by the previous mayor. So the answer in this case is Concurrency, not No Technique.

2. Post Hoc

Game Book Definition

“Because two events (or things) follow one another in close temporal succession the first event is claimed to be the cause of the second. The form of the argument is: A precedes B; therefore A is the cause of B. We may take as a *hypothesis* for testing, that A is a (or the) cause of B, but we should not forget that any one of a score of other preceding events is equally worthy of investigation.”

Expanded Definition

- “Post Hoc” is Latin for “after this.” One thing happens, then another. It is then claimed that the first event *caused* the second.
- As with Concurrency, the alleged impact of the prior event could be positive or negative.

Example of Post Hoc with a positive conclusion

- a. Sarah got her hair styled by Sassoon on Saturday, then shot her lowest score ever in golf. Sassoon styled her hair again today, so I’m expecting her to shoot well in the tournament tomorrow.

Comment: Since there is no logical reason why Sarah’s hair style would affect her golf game, coincidence is the real explanation.

Example of Post Hoc with a negative conclusion

- b. Senator Brown: “I feel that Congress should fund the new Medicaid Program through a cut in the Defense budget.”
Senator Long: “Every time the U.S. makes a cut in the Defense budget, the Russians develop a new weapon. We cannot afford to add to the Russian arsenal by making such a move.”

Comment: Senator Long’s response can be rephrased as, “*After* the U.S. makes a cut in the Defense budget, the Russians develop a new weapon.” It is possible they revise their military plans in response to U.S. decisions. However, Long gives no evidence that this is the case.

Post Hoc sometimes verges on Concurrency. See the discussion and examples **d** and **e** on page **E-3**.

Some Post Hoc examples draw general conclusions. And Hasty Generalization jumps to a conclusion *after* witnessing several events. So, in these ways, Post Hoc resembles Hasty Generalization. It is the *form* of the argument leading to the conclusion that determines the technique. Post Hoc derives its conclusion by claiming that an event was caused by a preceding event. Hasty Generalization jumps to a conclusion based on a few examples.

Example of Post Hoc rather than Hasty Generalization

- c. “It’s true that standing armies produce wars,” said the professor. “Before every war in history, there have been armed soldiers on both sides ready for combat.”

Comment: The general statement is “standing armies produce wars.” The professor “justifies” the conclusion by implying that nations go to war after developing ready armies.

Example of Hasty Generalization rather than Post Hoc

- d. High school history student: “I’ve noticed an historical trend. Just before World War I, all European nations increased the size of their armies. Then the same thing happened in the years leading up to World War II. Standing armies cause wars.”

Comment: The speaker draws the same conclusion as example c on the previous page. However, the “reasoning” is based on two specific instances where military buildup preceded war. The technique is not Selected Instances since a high school student does not know enough to ignore counterexamples.

Post Hoc can sometimes resemble Faulty Analogy. Post Hoc claims an event was caused by a prior event. Faulty Analogy claims that, since event A was followed by event B and now an event similar to A has happened again, outcome B will result.

Example of Post Hoc rather than Faulty Analogy

- e. We lost today’s game because we played Giantville last week. If we had played an easier opponent last week, we would have won today.

Comment: The speaker claims that the earlier game *caused* today’s loss. If evidence were given such as the star player being hurt against Giantville or the team’s lingering fatigue from the effort of that game, the answer might be No Technique. Instead, the claim is that simply playing Giantville last week doomed us to defeat this week.

Example of Faulty Analogy rather than Post Hoc

- f. This year our team has lost every game in which they have been ahead at the half. In the one game they won, they were behind at the half. Today they are behind at the half, so we’ll win.

Comment: The speaker is not advocating that the team intentionally fall behind at halftime. In other words, losing at the half is not the *cause* of their victories. Instead, the example fits the Faulty Analogy structure: This game is like each of our victories in that our team is behind at halftime. So this game is analogous to the earlier games in that our team will prevail.

If it is logical that an earlier event is responsible for a later occurrence, the answer is No Technique. The same is true if the speaker merely calls for further investigation to determine if two events are related.

Example of No Technique rather than Post Hoc

- g. Jackson was seen running from the building after the fire broke out. He should be questioned about what happened.

Comment: This is a reasonable suggestion that does not accuse Jackson of setting the fire.

- h.** Since the Three Mile Island nuclear plant scare, over three times the normal rate of people from that area have contracted some form of cancer. It seems to me that there may be some sort of connection.

Comment: The speaker suggests a hypothesis for investigation without drawing a conclusion.

3. Selected Instances

Game Book Definition

“Support is drawn for a position by choosing only those cases or instances which back it up and disregarding those cases or instances which either contradict or do not support the position. The form of the argument is: All A is B; because A1, A2, A3, and A4 are B. The form is invalid; the arguer knows that at least A5 is not B.”

From *Thinking Straighter*

- “By its very nature this fallacy is deliberate deception. No one in intellectual honesty can hold to the proposition that ‘All professors are conceited’ if he knows of one that is not. ... This fallacy occurs where sweeping generalizations are made.”
- “In some areas Selected Instances is so commonly done that it has come to be the expected thing. In advertisements giving testimonials as to cures brought about by some patent medicine, only letters from satisfied customers are reproduced.”
- “Statistics easily lend themselves to this fallacy. ... One can easily select those figures (or that method of compiling or collecting figures) which support one’s preconceived position. ... all sides on practically every great national issue are able to quote statistics as proof.”

Expanded Definition

- I believe in a certain proposition. I then look for examples that support my belief. I select instances to back up the belief while ignoring examples that contradict it.
- Selected Instances may be applied to justify a general statement.
- Sometimes examples are chosen to explain why a person took a certain action or to convince customers to buy a certain product.

Examples of Selected Instances justifying a general statement

- a. “Construction workers don’t need more benefits,” said the National Union Representative. “Why, carpenters in Florida make \$12 per hour and bricklayers in Pennsylvania have the best pension plan in the United States.”
Comment: A National Union Representative can be expected to know benefit statistics across all states. This representative selects two instances of workers with good plans to justify the general statement, “Construction workers don’t need more benefits.”
- b. Who got the United States into World War I? Woodrow Wilson, a Democrat. Who took us into World War II? Franklin Roosevelt, a Democrat. Who involved us in the Korean War? Harry Truman, a Democrat. How can any peace-loving American vote for a Democrat?
Comment: The general statement is implied here: “Every U.S. involvement in a war occurred during the administration of a Democratic president.” However, the speaker ignores Democratic presidents (such as Grover Cleveland)

who did *not* involve us in a war and also conveniently forgets about Republicans who *did* engage in war.

Examples of Selected Instances justifying a person's decision

- c. Judy Benjamin called to tell her mother she was joining the Army. "The recruiter showed me the pictures of the condos, the sailboats, and the shops. He said I could earn a high salary. He described the superior medical benefits. I couldn't resist."

Comment: Selected Instances was utilized first by the recruiter and then by Judy to explain her decision to her mother.

- d. Ad for a motel chain: "A survey of motel users showed that our customers rated the comfort of our rooms higher than Marriott's, our maid service more efficient than Howard Johnson's, and our reservation system better than Holiday Inn's."

Comment: The ad presents examples where this chain rated higher than *one* other competitor. It does not mention how many competitors it *trailed* in each category.

A statement needs to present only a single example to qualify as Selected Instances. Sometimes an ad is built around *one* person's story of success with the product.

Example of Selected Instances with only one example

- e. Our Hull Craft boats are clearly the best buys on the market. At the recent International Trade Show, our Hull Craft *Seasport* model was chosen as the most stunning new hull design.

Selected Instances resembles Hasty Generalization in that both involve general statements and particular examples. With Selected Instances, the speaker starts with the conclusion and selects instances to "prove" it. With Hasty Generalization, the speaker has no opinion to start with but, after noticing several instances, jumps to a conclusion. In either case, the general statement may appear first or later. The question is whether the speaker made up his or her mind *before* choosing examples or *after* noticing particular cases.

Example of Selected Instances rather than Hasty Generalization

- f. Fact: Ford Pintos exploded upon impact.
Fact: GM put Chevy V-8 engines into their Oldsmobile's and Cadillac's without telling the owners.
Fact: Chrysler had to secure Federal government loans to keep from going bankrupt.
How can anyone trust American-made cars?

Comment: The conclusion is stated last. However, this is Selected Instances because the speaker attempts to justify a prior belief by citing negative examples and ignoring positive evidence about U.S. cars.

Examples of Hasty Generalization rather than Selected Instances

- g. I've bought several things advertised on TV and have never yet been satisfied with one of these products. TV ads always lie about their products.

Comment: Presumably the speaker had no preconceived notion about TV ads or he would not have purchased any TV-advertised products in the first place. However, dissatisfied with the products, he generalizes that "TV ads always lie about their products."

- h. I have had bad back pain for several years. My doctor has been telling me that the only cure is an operation, but I was afraid. Then I met a lady in the waiting room of his office who had had a similar operation. She is in a wheelchair for the rest of her life. She told me about another person who also was crippled by the operation. I told my doctor I'll live with the pain.

Comment: This is not a "coldly calculating" conclusion (Selected Instances) but rather has "an emotional basis" (Hasty Generalization) in response to the sad stories told by the woman in the wheelchair.

In distinguishing between Selected Instances and Hasty Generalization, *assume the speaker is justifying a prior opinion* unless the example makes it clear that the speaker had no previous opinion concerning the issue.

Example of Selected Instances rather than Hasty Generalization

- i. Kansas City has got to be the dirtiest city in America. Look at the trash on Jayhawk Avenue and the filth on Seventh Street.

Comment: Assume the speaker is intentionally ignoring clean streets in the city.

Example of Hasty Generalization rather than Selected Instances

- j. A tourist on her first trip to Kansas City: "I've been here less than 48 hours and already I'm disgusted by the filth. This morning there was trash all along the street in front of our hotel. Last night I had to step around debris on Seventh Street."

Comment: Since she had never been there before, the tourist had no prior knowledge of Kansas City's cleanliness.

No Technique is the answer if the examples cited justify the conclusion or if the speaker does not draw a hard-and-fast conclusion but merely says an option "should be considered" or there is "evidence in favor of" an action and further investigation is needed.

Examples of No Technique rather than Selected Instances

- k. Several magazines I have read in recent years have been telling about the positive effects of taking high amounts of Vitamin C during the winter cold season. Even my friend Joan says that she has been free from colds for the last three years because of her intake of Vitamin C. I think I am going to try taking a lot of Vitamin C this year.

Comment: The speaker gives good reasons to “try” Vitamin C. He or she does not say, “Vitamin C will *definitely* improve my health.”

- I. *Laptop Computer* magazine rated our laptop computer tops in its class. Our desktop model earned the “Editor’s Choice” award from *Desktop Computing* magazine. And *Business Computing* magazine rated our new minicomputer “Buy of the Year.” We have a computer to fit any price range.

Comment: The ad brags about the top ratings the company’s computers have received. However, the approach is “we offer our machines for your consideration” rather than “we are definitely the best.”

4. Hasty Generalization

Game Book Definition

“The arguer jumps to a general or blanket conclusion about members of a given group on the basis of an unrepresentative or insufficient number of cases. The form of the argument is: A1, A2, and A3 are B; therefore all A is B.

“Selected Instances and Hasty Generalization have much the same effect. There are important differences, however. Hasty Generalization typically occurs on an emotional basis, while Selected Instances is typically coldly calculating. In the former case there is, at the time at least, no awareness of opposed instances; in the latter case, there is. Selected Instances is not merely crooked thinking but dishonesty. On the surface the two are apt to look alike, and until we have evidence that the arguer is really deliberately closing his eyes to contradictory cases, we cannot label the technique as Selected Instances.”

From *Thinking Straighter*

- “The sweeping, blanket assertion (or denial) is often a spontaneous outburst due to anger or some other deep feeling of the moment.”
- “We pass snap judgments on first impressions and superficial examination of the facts. We say many things in our haste which we repent of in our leisure.”
- “Strictly speaking ‘all women are poor drivers’ is not a Hasty Generalization, and is not a fallacy. It is just a statement that is likely to be false. The fallacy of Hasty Generalization always consists of two parts: (1) a statement of particular cases, one or more; (2) a general statement based on these particulars.”

Expanded Definition

- The speaker notices a few examples of a certain group or a certain situation, then concludes that *all* members of that group or situation must be like those few examples.
- The speaker is innocent of bias but does not investigate enough examples to draw a good conclusion.
- Unlike Selected Instances, the Hasty Generalizer is not yet aware of counterexamples.
- *The generalization can be so hasty that it is based on only a single observation.*

Example of Hasty Generalization

- a. Flibberdee, the produce buyer for Pivlux, examined the first three pieces of corn from the new farm manager. Flibberdee said, “This is the best corn I have seen for a long time. We will take immediate shipment of all 28 truckloads.”

Comment: Three pieces of corn are excellent. So all 28 truckloads must be good.

Example of Hasty Generalization based on a single example

- b. I couldn't understand the professor's lecture on analogies. He's a very poor teacher.

Hasty Generalization must be distinguished from Selected Instances. See the discussion and examples **f**, **g**, **h**, and **i** on pages **E-7** and **E-8**.

Some Hasty Generalization examples can border on Faulty Analogy. In fact, there is usually a Hasty Generalization lurking beneath the Faulty Analogy. However, the *form* of the example determines whether it is Hasty Generalization or Faulty Analogy.

Example of Hasty Generalization rather than Faulty Analogy

- c. I don't know anything about the other states, but Tompkins in Georgia, Russell in Wyoming, and Miller in California were all lieutenant governors before becoming governor. They are all rated highly for their performances leading their states. Obviously former lieutenant governors make the best governors.

Comment: The speaker generalizes from three cases.

Example of Faulty Analogy rather than Hasty Generalization

- d. An ad for Jones, who is running for governor: "She was voted the most effective judge in the state by the Bar Association. Then in the state legislature, she was voted Legislator of the Year. As Lieutenant Governor, she brought more industry to the state than any lieutenant governor in history. Obviously, she will make a great Governor."

Comment: Serving as a judge or a legislator or lieutenant governor is only *partly* analogous to being governor. Some aspects of each job (such as serving the public) are the same but the challenges of governorship are much different from the demands of the other roles. In short, success in the other positions does not guarantee effectiveness as governor. The example is not Hasty Generalization because no generalization is stated.

No Technique is the answer if the examples cited do justify the conclusion or if the speaker does not draw a hard-and-fast conclusion but merely says an option "should be considered" or there is "evidence in favor of" an action and further investigation is needed.

Examples of No Technique rather than Hasty Generalization

- e. Woman to her brother about their elderly father: "I'm getting worried about Dad. Yesterday when I visited him, he dropped a glass and couldn't seem to concentrate on our conversation. We need to monitor him closely. He may be developing Alzheimer's Disease."

Comment: The incidents mentioned are cause for concern. The speaker does not claim that her father has the disease, just that further observation is needed.

- f. Michael Jordan returned to basketball after playing baseball for a year-and-a-half. His team has just won six games in a row. Jordan still has that old magic on the court.

Comment: It is reasonable that a great player's return to the lineup would have a beneficial impact on a team's play. Also the speaker does not claim that Jordan's team will win the championship.

5. Faulty Analogy

Game Book Definition

“Last quarter I had a student by the name of Orzyski who did good work. This quarter I have another student by that name, and I’m expecting good work from him.”

“To reason analogically is to reason that because two or more things or types of things are alike in some one or more respects (we may call this the antecedent resemblance), they will therefore be found alike in some other respect(s) – the consequent resemblance. In cases of reliable analogies the antecedent factor is already known to have some bearing on the consequent factor. In faulty analogies such knowledge is lacking. The form of the argument is: A is like B in respect c; therefore A is like B in respect d.

“In our example, while it is true that Orzyski is a rare name in English-speaking societies and while it is even probable that a second Orzyski enrolled at the same college would be related to the first, we need evidence that heredity is the decisive factor in scholastic performance. But an analogy is no stronger than its linking generalization, which in this case is ‘Heredity determines scholastic performance.’ Since our experience contains an abundance of cases of relatives with widely different scholastic records, we can have no confidence in an analogy based on such a linking generalization.

“Some arguments take the form of alleging a complete analogy: two things are alike to the point of identity. The argument is: A (or all A) is c and B (or all B) is c; therefore B is A (or A is B). ‘Communists will not take the oath of allegiance and neither will Jones. Therefore he must be a Communist.’ The absurdity of this sort of argument becomes readily evident when we see it is just like saying ‘Dogs have tails; this cat has a tail; so this cat is a dog.’

“In discussing Metaphor and Simile the point was made that neither one, especially Metaphor, should be used in controversial situations. That remains true. But a metaphor or simile appearing by itself is not an argument, and is very uncertain in meaning. Analogies make use of simile and make clear how A is compared to B, but it still must be said that analogical argument is strong only when A and B are essentially the same kind of thing, and A has a property deriving from its essential nature, therefore B must have the same property.”

From *Thinking Straighter*

- “Analogy is a permissible form of argument and is often used in science. ... Do we know whether or not an atom bomb will explode if dropped over the Atlantic? No, but we accept that it will because we have tried out the same sort of bomb elsewhere, and we reason that if it exploded under certain conditions at one place, it will explode under the same conditions at another place.”
- “Apart from its use in the area of the physical sciences, analogy is used in law and related concerns. The case at hand falls under a precedent. It is so analogous to a previously decided case that the decision there must be applied here.”

Expanded Definition

- An analogy is a comparison. Reasoning based on analogy says that, because two or more things are alike in one way, they must be alike in some other way. The reasoning is valid if the way the things are alike has some bearing on the other aspect. If the similarity of the two persons or things really has no connection to the conclusion, the analogy is faulty.
- Faulty Analogy may produce either a positive or a negative conclusion about something or someone.
- A Faulty Analogy may “lay it on thick” by listing more than one similarity between two entities. Nevertheless, the conclusion is still not warranted.

Examples of Faulty Analogy with a positive conclusion

- a. I greatly enjoyed Stephen King’s *Pet Sematary* so you can be sure that his newest effort, *The Talisman*, will be just as good.

Comment: One King novel was good. So the other one will be also.

Example of Faulty Analogy with a negative conclusion

- b. We can’t vote for a divorced man for president. If he can’t manage his own private life, how can he run the country?

Comment: Lack of success in one area of life means a person cannot be successful in another area?

Example of Faulty Analogy listing several similarities

- c. Look, Jones played at USC and now Smith is there. Jones played running back; that is Smith’s position. Jones played at 220 pounds; that is Smith’s exact weight. Jones became an All-American. Smith will too.

An example using Faulty Analogy may assert an analogy between two items that is itself debatable. However, even if the metaphor or simile is granted, the conclusion still does not follow.

Example of Faulty Analogy with a debatable metaphor or simile

- d. Ad: “Beer is like sunshine. Without sunshine your day is spoiled. Without beer, especially Steuben’s, your day is a loss.”

Comment: Even beer drinkers would question whether “beer is like sunshine.” Even accepting the simile, the conclusion that a day is ruined without beer does not follow.

Even if the conclusion is a true statement, the reasoning is still invalid if the only justification is a Faulty Analogy. *Such examples should be limited to Junior/Senior.*

Example of Faulty Analogy with a true conclusion

- e. Squares are quadrilaterals. Rectangles are quadrilaterals. Therefore, squares are rectangles.

Comment: The conclusion is valid but does not follow from the premises. If you accept this argument as legal, you also must accept the alternate conclusion, “Therefore, rectangles are squares,” which is *not* true.

Some Faulty Analogy examples resemble Post Hoc. See the discussion and examples **e** and **f** on page **E-6**.

Some Faulty Analogy examples can resemble Hasty Generalization. See the discussion and examples **c** and **d** on page **E-13**.

Occasionally a Faulty Analogy example can exhibit aspects of Division.

Example of Faulty Analogy rather than Division

- f.** Miami, Florida, and Florida State are among the football elite of the nation. They are a dominating force every year. I'm looking forward to seeing the University of Central Florida play this week. They must be awesome, too.

Comment: The speaker may seem to say that the whole of Florida produces excellent teams and therefore every team in Florida is good. This might make more sense if applied to players. ("Florida leads the nation in producing Division I football players. So Adams must be good because he's from Florida.") However, each team forms a whole within itself but not with other teams. Instead, the structure of the example is that of Faulty Analogy: Central Florida is like Miami, Florida, and Florida State in that they are a Florida school. Therefore, they will be good in football like the others.

Example of Division rather than Faulty Analogy

- g.** Miami and Florida State belong to the Atlantic Coast Conference, the best in the country. So they will both do well in football this year.

Comment: The conference is good and so each team in it is good.

If the comparison in the example is not faulty, the answer is No Technique.

Examples of No Technique rather than Faulty Analogy

- h.** School counselor to a distraught student: "I know you're worried about taking algebra II next year. Many students in your situation feel the same way. There's really nothing to be concerned about because you've done so well in algebra I this year."

Comment: It makes sense that a student who does well in algebra I should also do well in algebra II. The counselor does not say, "You made an 'A' in algebra I; so I'm sure you'll also make an 'A' in algebra II."

- i.** My bank accounts reflect my financial health. Just like my body's health, I have to take care of my bank accounts to make them healthy.

Comment: The speaker makes a general comparison between financial health and physical health. At that level, the analogy is valid. If the speaker were to make specific recommendations ("Just as you get a medical checkup yearly, you should let Finance Care review your investments at least once a year"), the analogy would become faulty or the example would fall under Passing from the Acceptable to the Dubious in Section D ("Your physical health is important. So you get a complete medical checkup every year. In the same way, your financial health is important. Finance Care will review your investments and make recommendations.").

6. Composition

Game Book Definition

“We reason as if the properties of elements or individuals were always (i.e., necessarily) the properties of the wholes which they constitute. But the assumption that what holds true of a part is automatically true of the whole cannot be justified. The form of the argument is: A is part of B and A is c; therefore B is c.”

Expanded Definition

Because many of the individual parts of a collective unit (a machine like an automobile or a group of people such as a company or team) has a certain good quality, then the entire unit has that same quality.

Examples of Composition

- a. The choral director said, “John and Bill both have superior singing voices. They’ll make a great duet for our school play.”

Comment: The choral director should know better. Many problems could develop: their voices don’t blend together; both want to be the lead; they can’t agree on selections to sing, and so on.

- b. We use only the finest ingredients in all our candies to be certain that every box you buy will be the freshest and tastiest that you’ve ever eaten.

Sometimes putting certain parts together does produce a predictable whole unit. In this case, the answer is No Technique. This is also true if the speaker does not claim the whole unit will *definitely* be good just because certain parts are good.

Examples of No Technique rather than Composition

- c. Every person the president has appointed to the Supreme Court has been white. Even his nominees have all been white. At this rate, the whole Court will be white again.

Comment: The key phrase is “At this rate.” It is logical that if every appointee is white, eventually the court will be all white.

- d. Mitch has to be the best soccer goalie around here. Sam is last year’s outstanding forward. Together they have heightened everyone’s expectations of competing for the city championship.

Comment: Adding two excellent players should make the team more competitive. The speaker does not conclude that the team will compete for the championship but just that they will do better, which is a reasonable expectation.

7. Division

Game Book Definition

“We reason as if the properties of any whole are always (i.e., necessarily) properties of each part. But the assumption that what holds true of a whole is automatically true of its parts cannot be justified. The form of the argument is: A is part of B and B is c; therefore A is c.”

Expanded Definition

Unlike Composition, *Division examples may have a either a positive or a negative conclusion*. That is, the whole is good; therefore all the parts are good. Or the whole is bad, and so each part is bad.

Example of Division with a positive conclusion

- a. Joe must be good soccer player. He was on West View High School’s team the year they won the state championship.

Comment: Did it occur to you that Joe may have sat on the bench all year?

Example of Division with a negative conclusion

- b. Fred’s fraternity does some pretty silly things. I don’t want anything to do with him.

Comment: Clearly *some* of the fraternity members do silly things. However, that doesn’t mean Fred is the culprit.

If one or more parts of a successful whole do provide what you are looking for, the answer is No Technique. The same is true if it is reasonable that a part played a key role in the negative performance of the aggregate.

Examples of No Technique rather than Division

- c. Regina Downsey should be a wonderful accounting manager for us. She has had ten years experience with the Arthur Anderson Company; she managed a staff of 20 people for the last three years; her recommendations from her clients are outstanding; and she seemed to fit our personality when we interviewed her. I think we have a winner coming.

Comment: Regina was with a successful firm. But her record shows that she made important contributions to that success.

- d. Yes, this makeup is just right for me. It complements my skin tones, highlights my eyes, and helps hide some of my bad facial features. And it is from Revlon, the #1 company in the field. I am going to buy it.

Comment: The fact that the makeup is from Revlon (presumably a successful company) is just one factor in this person’s decision.

- e. He was the CEO of Enron during the time when it was embezzling from the employee Retirement Fund to avoid bankruptcy. We shouldn’t hire him to lead our company. Surely we can do better.

Comment: As CEO, he either approved the illegal activity or was unaware of it. Either way, he failed as a leader.

8. Non Sequitur

Game Book Definition

“Your children deserve the best milk. Buy Lorden’s.”

“The conclusion is not necessitated by the premise(s). Strictly speaking, all techniques so far covered where the conclusion is invalid are *Non Sequitur*. There is, therefore, no one form for a Non Sequitur. In the example cited above no more reason is given to buy Lorden’s than to buy Healtest or any one of a hundred other brands of milk.

“*Since the Non Sequitur label can be applied to so many other techniques, the label will be reserved here for only those invalidities that cannot be classified under some other heading. They are, at least, Non Sequiturs.*”

Expanded Definition

- “Non sequitur” is Latin for “does not follow.” This means the conclusion is not justified by the given statements (premises).
- Strictly speaking, *all* techniques of Propaganda are Non Sequitur. Therefore, this is a “catch-all” category. If an example does not fit into any other category, it is probably Non Sequitur.
- An example of this type has at least two sentences. Usually one or more sentences state facts that are obviously true. Then the last sentence drops the “zinger” – the conclusion that does not follow from the previous statements. Or the first sentence states the conclusion, followed by one or more statements “justifying” the conclusion. In this sense, Non Sequitur can be thought of as a shorter form of Passing from the Acceptable to the Dubious (Section D).

Examples of Non Sequitur

- a. Mr. Bailey’s car isn’t in his regular parking space. I’ll bet he isn’t coming to work today.
Comment: Other explanations for the missing car are possible. Maybe Bailey is at a meeting or his car is in the shop.
- b. David has never smoked a cigarette in his life. He must be afraid of contracting cancer.
Comment: The speaker jumps to a conclusion that is not warranted by the fact that David has never smoked. Maybe he just doesn’t like the taste of cigarettes or doesn’t want the expense.

If the conclusion logically follows from the premise(s), answer No Technique.

Examples of No Technique rather than Non Sequitur

- c. As we get older, health care becomes important to us. A trusted doctor can help calm our fears and offer encouragement when sudden aches and pains occur.
Comment: “Find a doctor you can trust, especially as you get older” is sound advice.

- d. The techniques for making computer chips are almost perfect these days. There is no use paying big bucks for Intel computer chips. Let's just buy from an off-brand company. Any chip we get stands a great chance of being perfect.

Comment: *If the first statement is true, then it follows that buying from non-name brand companies saves money without sacrificing quality.*