LOGICAL FALLACY CHECKLIST*

Ideas are made tangible when encoded in language that conveys that new knowledge to the reader. It can be difficult to find the right words, sequenced in just the right way, to do so. Word choice, word order and missing words can alter an intended message or thinking errors can become apparent when spelled out in print. These rhetorical and logical fallacies can interfere with your credibility, reliability and validity as an author if not noticed and remedied. The following is a list of such errors commonly found in persuasive and argumentative writing.

EVASIONS

Begging the question	Treating an opinion that is open to question as if it were already proved or disproved
Non sequitur (trans: It does not follow.)	Drawing a conclusion from irrelevant evidence
Inappropriate appeal	Appealing to readers' fear or pity Appealing to readers' wish to be part of the group
Flattery	Appealing to readers' intelligence, taste, and so on
Argument *ad populum* (to the people)	Appealing to readers' general values such as patriotism or love of family
Argument *ad hominem* (to the man)	Attacking the opponent rather than the opponent's argument

OVERSIMPLIFICATIONS

Hasty generalization, or jumping to a conclusion	Asserting an opinion based on too little evidence (Variations include 'absolute statements' and 'stereotypes.')
Reductive fallacy	Generally, oversimplifying causes and effects
Post hoc fallacy	Assuming that A caused B because A came before B.
Either/or fallacy	Posing a false dilemma, presenting as a dilemma that which is not a dilemma
False analogy	Exaggerating the similarities in an analogy or ignoring key differences