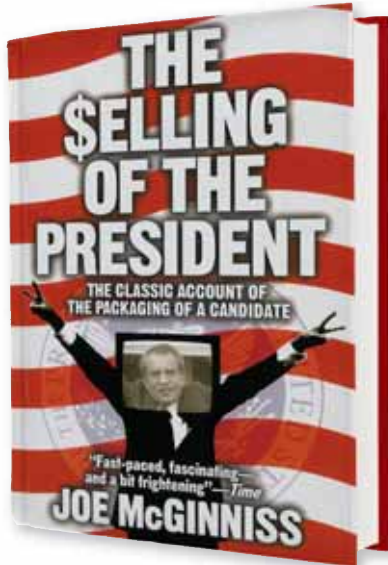


Another type of logical fallacy that is often used in advertisements for products or political candidates is called *begging the question*. Arguments with this fallacy are circular. Here is a typical form.

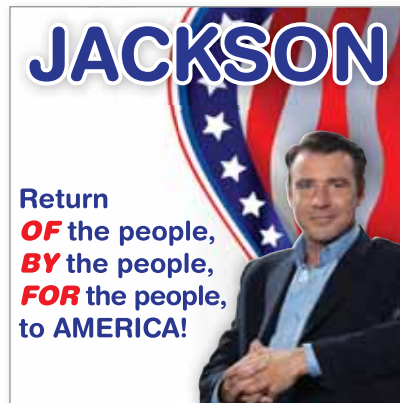
- **Premise:** A is true because B is true.
- **Conclusion:** B is true because A is true.



In *The Selling of the President*, Joe McGinniss describes how Richard Nixon used marketing tactics in his 1968 presidential campaign. Throughout the book, McGinniss claims that Nixon was sold like a product, which was a shocking idea at the time.

EXAMPLE 6 Analyzing Political Advertisements

Analyze the following political advertisements.



SOLUTION

If either of these ads makes you want to vote for the person, the ad is doing its job. Both ads are attractive, concise, and carry a message.

- Both ads *appeal to emotion* (a type of fallacy) by displaying the American flag and by using the colors of the flag.
- Both ads *beg the question*. The left ad assumes that America no longer represents the concept “of the people, by the people, and for the people.” The right ad assumes there is corruption in D.C.
- The left ad also contains an *appeal to authority*, by using a quote from Lincoln’s Gettysburg Address. The use of this quote implies that Lincoln endorses the candidate.

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Analyze the following political advertisements.

