

# Argumentation tricks

Sometimes the sender does not have any convincing arguments based on trustworthy documentation. In this case, he/she may try to persuade the receiver indirectly by using "argumentation tricks":

<b>Ad hominem argument</b>	attacking the arguer instead of the argument. <i>"You can't trust Jack. He doesn't even have a job."</i>
<b>Biassed presentation</b>	Onesidedness in presentation of view/opinion. Presenting only one side of the argument subjectively influences the reader.
<b>Referring to common sense</b>	Referring to common sense instead of arguing. <i>"It is commonly known that redhaired people have a fiery temper"</i>
<b>Referring to dubious experts</b>	Referring to expert knowledge sounds convincing and authoritative <i>"According to a lot of dentists, whiteners don't harm your teeth "</i>
<b>Generalizing</b>	Indicating that the case being discussed is true for a majority of people makes a statement seem convincing.
<b>Using inclusive Language</b>	Includes the reader by assuming that we all agree or disagree. ( <i>"We all understand that..."</i> )
<b>Using loaded Language</b>	Using words with strong connotative meanings.
<b>Prestige/snobbery</b>	Referring to a famous person <i>"Just do what you do best... that's what Rihanna does"</i>
<b>Sensationalizing</b>	To exaggerate and over-dramatise an issue or point so that it assumes great importance. Grabs the reader's attention can invoke a sense of outrage or provoke an extreme response.
<b>Using shotgun argumentation</b>	To offers such a large number of arguments for one's position that the opponent can't possibly respond to all of them
<b>Appealing to tradition/history</b>	Replacing an argument by referring to history or tradition: <i>Kids have always had classes in Christianity at school.</i>