Takeaway on the concept of using logic to help control arguments (Chapter 13):

The main point the author is trying to make in Chapter 13 is that when defending their argument, persuaders can use logic when they do not have enough time to check the accuracy of all the facts (136). Hyperbole is an exaggerated claim that is not meant to be taken seriously (136). An example of hyperbole is the saying, “I’m so hungry, I could eat a horse.” Clearly that is an exaggerated statement and not a fact. Therefore, audiences should not waste any time trying to determine if that statement is true. Logic can be deductive or inductive. Deductive logic starts with a general premise and applies it to reach a specific conclusion, while inductive logic uses specific cases to reach a general conclusion (139). The author provides an example of applying deductive logic by saying, “all men are mortal, Socrates is a man, therefore Socrates is mortal (139).” An example of apply inductive logic, according to the author, is “Socrates, Aristotle, and others who were born more than a century and a half ago and are dead so therefore all humans are mortal (140). Venn diagrams can be used to illustrate logical relationships between things to help audiences make comparisons (138). Following is an example of a creating a Venn diagram to compare two yellow fruits, bananas and lemons. <https://www.youtube.com/watch?v=CkV_uRErIqk>

Takeaway on the concept of being able to detect fallacies in an argument (Chapter 14):

The main point the author is trying to make in Chapter 14 is that you must be able to see if there is a fallacy hidden in an argument. To determine if a fallacy is present in an argument, the author advises people to ask 3 questions, including “Does the proof hold up,” “Am I given the right number of choices”, and “Does the proof lead to the conclusion?” (152). An ability to detect a fallacy helps you protect yourself against false claims from people like politicians, salespeople, doctors, etc. (152). To spot a fallacy, look for a bad proof, the wrong number of choices, or a disconnect between the proof and the conclusion (152). Before going to bed each night, my mother would ask me and my brother if we had brushed our teeth yet. Sometimes we would claim that we had brushed our teeth, even if we hadn’t. It wasn’t until I was older that I realized how she knew we were making false claims. She would look for proof that our toothbrushes were wet before believing our claims. In the chapter, the author uses an example of a food label that claims “made with all-natural ingredients” which leads some people to automatically believe that the food must be healthy (153). However, this is a fallacy because perhaps only two of the ingredients are natural and they are only present in very small amounts in the product. This product is not necessarily healthy for you just because it says “all-natural” on the label. Make sure the proof holds up before agreeing. The following video provides more examples of fallacies on food labels. <https://www.youtube.com/watch?v=JXDo-73uaAI>

Takeaway on the concept of detecting manipulation in an argument (Chapter 16):

The main point the author is trying to make in Chapter 16 is that persuaders can manipulate audiences into believing that he or she can meet your needs better than anyone else. The author presented an example of a woman who was manipulated by a salesperson to buy her husband a pool table, when he did not like playing pool (190). The salesperson was able to persuade the woman that the pool table was the perfect gift for her husband by convincing her that he knew what her husband wanted or needed (190). Audiences need to be able to judge the trustworthiness of persuaders. A persuader can manipulate audiences by being well-spoken and by sympathizing with the needs of the audience (190). Look for disconnects in logic to help detect fallacies (192). Think about who really benefits from you agreeing with the persuader. In the example of the woman being manipulated into buying a pool table, the salesman benefitted from the commission he would get from making the sale. However, the husband didn’t benefit because he did not want the pool table. And the woman ended up feeling manipulated into purchasing the pool table because the salesman said it would be “a nice Father’s Day surprise.” Audiences should consider a persuader’s trustworthiness based on disinterest, virtue, and practical wisdom (190). Following is a video that pokes fun at how salespeople manipulate people to purchase gym memberships. <https://www.youtube.com/watch?v=61iKnKtwpUM>