

## THE MATRIX

<https://www.youtube.com/watch?v=TbYirSi08m4> (0:26-0:35)

### Appeal to consequences

Morpheus: Do you believe in fate, Neo?

Neo: No.

Morpheus: Why not?

Neo: Because I don't like the idea that I'm not in control of my life.

Why this is an appeal to consequences: Neo's reasoning:

1. I would be unhappy if I weren't in control of my life.
- C. I am in control of my life.

## CHIK-FIL-A COMMERCIAL: THE BETRAYAL

<http://www.youtube.com/watch?v=SJnSTRs4KZw>

### Appeal to pity

## MASTERCARD COMMERCIALS

Daughter rapping version: <http://www.youtube.com/watch?v=uno-pMu1L-w>

Brett Favre version: <http://www.youtube.com/watch?v=ZoEGYFzS0jA>

Coffee shop version: <http://www.youtube.com/watch?v=xwlv8DNH3oA&playnext=1&list=PL7DF5EB5148CC31FE>

Reunion version: <http://www.youtube.com/watch?v=3dcxQ2dvqmc&playnext=1&list=PL7DF5EB5148CC31FE>

### False dilemma

Slogan: There are some things money can't buy. For everything else, there's MasterCard. (= Either you can't buy it at all, or you can buy it with a MC.)

Why this is a false dilemma: There are some things that can be bought with money that MasterCard CAN'T be used for. Examples: Purchases at airport newsstands that require a \$5 minimum; purchases over your credit card limit; purchases in places without credit card machines.

## VW COMMERCIAL: THE FORCE

<http://www.youtube.com/watch?v=R55e-uHQna0>

### Post hoc, ergo propter hoc

Little Darth Vader's reasoning:

1. I attempted to use magic to turn on the car.
2. Shortly thereafter, the car turned on.
- C. My attempt to use magic was what caused the car to turn on!

## FRIENDS– JOEY'S FRIDGE

<http://www.youtube.com/watch?v=udB5rFbnozs>

### Post hoc, ergo propter hoc

Joey's reasoning:

1. Rachel moved in.
2. Shortly thereafter, the very old fridge broke.
- C. Rachel's moving in caused the very old fridge to break.

## DIRECTV COMMERCIAL: DON'T HAVE A GRANDSON WITH A DOG COLLAR

<http://www.youtube.com/watch?v=c-zG5U0v3gU>

### Slippery slope

1. If you keep cable, then you're bound to have trouble with it at some point.
2. If you have trouble with your cable, then you get frustrated.
3. If you get frustrated, then....

4. If ..., then you will have a grandson with a dog collar.  
C. So, if you keep cable, then you will have a grandson with a dog collar.

## ALEC BALDWIN HULU COMMERCIAL

<http://www.youtube.com/watch?v=GHIJ7v18-EM>

### **Weak argument from authority**

Alec Baldwin is not a reliable authority regarding the impact of TV on the brain

## BERT & ERNIE

[https://www.youtube.com/watch?v=-\\_0\\_suZntks](https://www.youtube.com/watch?v=-_0_suZntks)

### **Post hoc, ergo propter hoc**

## YODA ON THE PATH TO THE DARK SIDE

<http://www.youtube.com/watch?v=kFnFr-DOPf8>

### **Slippery slope**

Yoda to Anakin Skywalker: "Fear is the path to the dark side. Fear leads to anger. Anger leads to hate. Hate leads to suffering."

## THE BEATLES, "CAN'T BUY ME LOVE"

<http://www.youtube.com/watch?v=venzPNvge18>

**Bandwagon / appeal to popularity:** "Can't buy me love. Everybody tells me so."

## HAROLD FORD JR. IS NOT FOR TENNESSEE

[http://www.youtube.com/watch?v=kkiz1\\_d1GsA](http://www.youtube.com/watch?v=kkiz1_d1GsA)

### **Ad hominem**

## OBAMA 2008 CAMPAIGN COMMERCIAL

<http://www.youtube.com/watch?v=vpmFd25tRqo>

### **Ad hominem**

## GREAT OR GREATEST?

<http://www.colbertnation.com/the-colbert-report-videos/216371/december-15-2008/great-president---or-greatest-president->

### **False dilemma**

## SOUTH PARK: OFFICER BARBRADY & ATLAS SHRUGGED

[https://www.youtube.com/watch?v=\\_j56liLqZ9U](https://www.youtube.com/watch?v=_j56liLqZ9U)

### **Weak induction by enumeration**

Problem: After reading one book--Ayn Rand's Atlas Shrugged-- Officer Barbrady concludes that all books must be bad. Officer Barbrady's sample size is much too small.

## USE CONDOMS COMMERCIAL

<http://www.youtube.com/watch?v=mycGMDz2knA>

### **False dilemma**

1. Either you can use condoms, or you can have a nightmare child.
2. You don't want a terror child.
- C. So, you should use condoms.

Why this is a false dilemma: Can have had a kid that isn't a nightmare. Also, there are alternate forms of birth control.

### **Also: post hoc, ergo propter hoc**

1. You didn't use condoms, and you then had a pain-in-the-butt kid.
- C. Not using condoms caused you to have a terror child.

Why this is a post hoc, ergo propter hoc fallacy: Other factors might be to blame for the fact that you have a crazy child, e.g. bad parenting.