



ANSWERS

Raw Emotional Appeal	Direct appeal to strong emotions such as pity, fear, anger, or patriotism
Xenophobia	Appealing to people's fear or distrust of strangers or foreigners
Plain Folks	Presenting oneself as "a regular person"
Logical Fallacy	Reasoning that seems logical on the surface but actually isn't
Ad Hominem	Attacking someone's character instead of presenting a logical argument
Appeals to Identity	Arguments based on group mentality; arguments that claim to represent the whole group