Paper #4 and Discussion Forum

This paper is a combination of a paper and the discussion forum for the learning unit.

- Please watch a television advertisement. Provide a brief explanation of the advertisement. Name and describe at least 3 different errors that producers used to secure your interest in the commercial.
- Please respond to at least five other students’ posts about their commercials and errors.
- Use your textbook and websites that are posted as your references for errors/fallacies.
- You can also use the list you created from Learning Unit 8.
- Please plan on your original post to be early so other students will have time to reply to your thoughts. This is worth 25 points so don’t miss out. Please follow the directions.
- When you respond to the student’s posts, be sure to add helpful information for them, which could include actual error’s name (example: appeal to emotion) and any other information that shows you have learned from this unit. Yes, you can correct another student’s input if appropriate. You will be graded in on all your responses.

Advertisements are a good visual that demonstrates errors that occur during the thinking process:

- An example would be the Charmin commercial where the young child stuffs toilet paper in his clothes to create a softer landing when he falls down.
- One of the errors in the commercial would be irrational appeal to emotion (appeal to emotion) because the child appeals to the emotion of the viewers. (Sorry you will not be able to use this commercial since it is used as an example.)
- Appeal to authority (person recognized as knowledgeable on the issue) could be another error as the viewer recognizes the child as an authority on toilet paper softness.
- Jumping of the bandwagon (everyone does something) could be a third error. Everyone is interested in Charmin so you should be also (this is just a short summary of the items.)