1. **ad hominem** Latin for “against the man,” this fallacy refers to the specific diversionary tactic of switching the argument from the issue at hand to the character of the other speaker. If you argue that a park in your community should not be renovated because the person supporting it was arrested during a domestic dispute, then you are guilty of ad hominem.
2. **ad populum (bandwagon appeal)** This fallacy occurs when evidence boils down to “everybody’s doing it, so it must be a good thing to do.”

You should vote to elect Rachel Johnson—she has a strong lead in the polls!

Polling higher does not necessarily make Senator Johnson the “best” candidate, only the most popular.

1. **appeal to false authority** This fallacy occurs when someone who has no expertise to speak on an issue is cited as an authority. A TV star, for instance, is not a medical expert, even though pharmaceutical advertisements often use celebrity endorsements.
2. **argument** A process of reasoned inquiry; a persuasive discourse resulting in a coherent and considered movement from a claim to a conclusion.
3. **backing** In the Toulmin model, backing consists of further assurances or data without which the assumption lacks authority. For an example, see Toulmin model.
4. **begging the question** A fallacy in which a claim is based on evidence or support that is in doubt. It “begs” a question whether the support itself is sound.

Giving students easy access to a wealth of facts and resources online allows them to develop critical thinking skills.

1. **circular reasoning** A fallacy in which the writer repeats the claim as a way to provide evidence.

You can’t give me a C; I’m an A student!

1. **claim** Also called an assertion or a proposition, a claim states the argument’s main idea or position. A claim differs from a topic or subject in that a claim has to be arguable.
2. **claim of fact** A claim of fact asserts that something is true or not true.

The number of suicides and homicides committed by teenagers, most often young men, has exploded in the last three decades.

1. **claim of policy** A claim of policy proposes a change.

Yet one solution continues to elude us, and that is ending the ignorance about mental health, and moving it from the margins of care and into the mainstream where it belongs.

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