EMOTIONAL TRIGGERS IN POSITION PAPER

Appeal to Common folk	The persuasion is done by pointing out that a person is no different from ordinary people, or, that a product or idea is something that ordinary people would purchase or support.
Name Calling / Ad hominem	Name calling uses labels with negative meanings to cast one's opponent in a bad light.
Association	This is done by creating a link between one thing or idea and another one that people have a positive or negative feelings for.
False Authority	A type of false reasoning in which a person speaks as expert on something on which he/she has no expertise.

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Appeal to Common folk	Example: If we vote Student A as the president of our classroom, everything will be okay. Student A came from a very poor family just like most of us, so he can surely empathize with us. The above item is an example of appeal to folk because one convinces the students to vote for Student A for the sole reason that he came from a poor family just like the majority in the classroom. However, this characteristic does not really give an assurance that Student A can lead his classmates.
Name Calling / Ad hominem	Example: A senator of the student council proposed that the students should support the impeachment of the current SC president for the reason that he is a playboy. The item above is an example of name calling because the senator used the label "playboy" to paint the current SC president good image. Him being a playboy is completely irrelevant to the position that he holds. The students in the school have no say about it because it is something personal. Moreover, it does not affect his performance as the SC president of the school.
Associ-ation	Example: Mercurious Shoes is all about success and sharing your success with other people. It is an example of association because the item above connects the shoe brand to an ideal concept (success) and uses this as a marketing strategy.

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EMOTIONAL TRIGGERS IN POSITION PAPER (cont)

False Authority	Example: Tom Cruise says on TV that Billy Boy Butter is the best tasting butter there is. Tom Cruise is awesome -- especially in MI4 when he scaled that building with only one suction glove; therefore, Billy Boy Butter is the best tasting butter there is. Tom Cruise might be awesome, and perhaps, he really does think Billy Boy Butter is the best tasting butter there is, but Tom is not a sous chef neither a culinarian; therefore, to accept the claim without any other evidence or reason is fallacious.

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