

Emotional Appeals Exercise (from Moore and Parker, *Critical Thinking*, 9th ed.)

Identify any emotional appeals in the following passages. Are they appropriate or not?

1. But dad, why can't I room with Susie? Dad: Because I'll cut off your allowance, that's why!
2. This article says that catching some sunrays without sunscreen is guaranteed to get you cancer. I think it's a bunch of baloney, really. If that were true, you wouldn't be able to do anything: no tubing, skiing, nothing!
3. That snake has markings like a coral snake. Coral snakes are deadly poisonous, so you'd better leave it alone!
4. Jim, I'm very disappointed you felt it necessary to talk to the media about the problems here in the department. When you join the FBI, you join a family, and you wouldn't want to embarrass your family, would you?
5. You're making a mistake to break up with him. Have you forgotten how he stood by you when you needed him last year? Is this how you repay him?
6. I think he has earned an increase in his allowance. He doesn't have any spending money at all, and he's always having to make excuses about not being able to go out with the rest of his friends because of that.
7. I think I'm going to start inviting our son's friend Joe to have dinner at our house once or twice a week. He comes from an impoverished family, and looks like he doesn't get enough to eat.
8. Aw, c'mon Jake, let's go hang out at Dave. Don't worry about your parents, they'll get over it. You know, the one thing I really like about you is that you don't let your parents tell you what to do.
9. I'm telling you Ahmed, you shouldn't take Highway 50 this weekend. In this weather, it's going to be icy and dangerous. Somebody slides off that road and gets killed nearly every winter. And you don't even have any chains for your car!
10. Don't risk letting a fatal accident rob your family of the home they love – on average, more than 250 Americans die each day because of accidents. What would happen to your family's home if you were one of them? ... Your home is so much more than just a place to live. It's a community you've chosen carefully ... a neighborhood, ... a school district ... the way of life you and your family have come to know. And you'd want your family to continue sharing its familiar comforts, even if suddenly you were no longer there ... Now, as a great Western mortgage customer, you can protect the home you worked so hard for ... Just complete the Enrollment Form that's enclosed just for you.

More Emotional Appeals (from Johnprovost.net)

11. Gays in the military? Of course. Every other civilized democracy allows them to serve.
12. No, I don't believe that Uncle Bob is really gone forever. He was like a father to me, and I believe that someday, somehow or other, we'll see one another again; I don't think I could go on if I didn't believe that.
13. Listen, friends, it's *our* money the board of supervisors wants to spend putting sewers and other improvements out there in that Antelope Creek development. And you know who's going to profit from it the most? The developers, who don't even live around here. I tell you, we have sat back and done nothing long enough! It's high time we told these out-of-town interlopers or antelopers or whatever they are to go mess with somebody else's town. I won't stand for it any more!
14. Listen. As long as you're going to live here at home and let your mother and me support you, you can rest assured that you're going to cooperate. And that goes for your opinions as well as for your behavior.
15. Toads do too cause warts. People have known that for centuries.
16. "It says here that smoke from wood-burning stoves, no matter how airtight they're supposed to be, gets into your house and is a health hazard." "No way. We just spent close to a thousand dollars on this new stove; what you're reading can't be true."
17. MARTY: If we keep on the way we are going, we will destroy civilization on this planet.
TRACY: That's so depressing. I think we need to think well of things.
18. he: Well, things didn't work out quite the way I wanted, but that's the way life often is.
she: That's not my philosophy. Your dreams *will* come true if you want them to, but you really have to want them to.
19. first speaker: Think about it. A seven-day waiting period to buy a gun would give people a chance to cool off; it would also give police a chance to make background checks. Are seven days that much of an inconvenience?
second speaker: I wouldn't talk that way around here, friend. Lots of people 'round here own guns, and they don't take kindly to people who want to make them register their guns.
20. When several people in Harvey's department get new computers, he is annoyed because he is not among them. "I'll tell you what," Harvey says to his wife, "if they want to rip me off by not getting a new computer for me, I'll just rip them off for extra office supplies. They've got a lot of stuff at work we could use around here, and they'll have no way of knowing that it's gone. Turnabout's fair play."