

Fallacies of Relevance

Communications & Media

Moves that change the subject while appearing to answer it.

Named moves, and what each substitutes for the argument.

Attacking elsewhere

Ad hominem: the person, not the claim

Tu quoque: you do it too

Straw man: a weaker version refuted

Genetic: dismissing by origin

Poisoning the well: discredit in advance

Pressure in place of proof

Appeal to force or consequences

Appeal to popularity

Appeal to unqualified authority

Appeal to pity as the whole case

Red herring: a livelier subject

Not every appeal to authority is fallacious. Citing a qualified expert in their field is ordinary good reasoning.