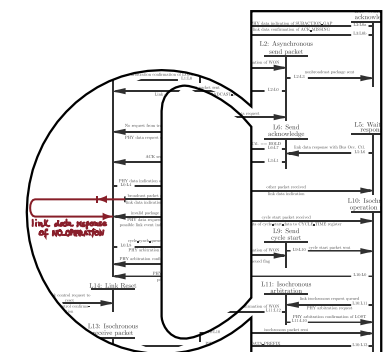




Ethics for Nerds

An Advanced Course in Computer Science
Summer Semester 2020

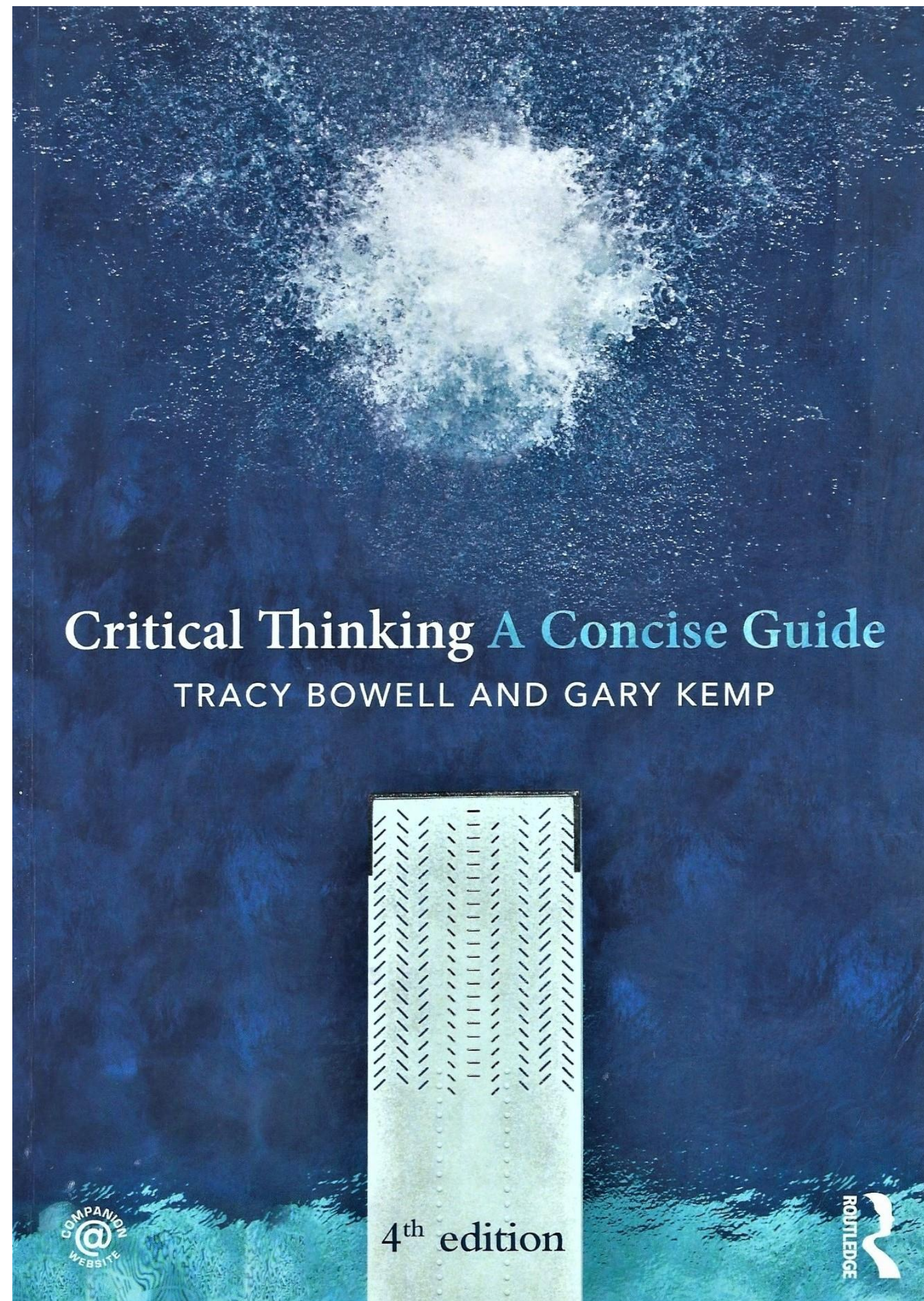
Precise Thinking 4
Rhetorical Ploys



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UNIVERSITÄT
DES
SAARLANDES



We *very* loosely follow this book:

Bowell, T., & Kemp, G. (2015). *Critical thinking: A concise guide (4th ed.)*. Routledge.

However, *lots* of things deviate from the book. What is said in the lecture has precedence over the book.

You do **not** have to buy the book. If you want to have an inexpensive look, you can find a digital copy of the 2nd edition online at:

[http://www.academia.edu/download/46383480/ Tracy Bowell Critical Thinking A Concise Guide BookFi.org.pdf](http://www.academia.edu/download/46383480/Tracy_Bowell_Critical_Thinking_A_Concise_Guide_BookFi.org.pdf)

defeasible reasoning can be hard to grasp sometimes,
but should not be confused with

rheto**ri**cal p**lo**ys

Recap

Rhetoric (working definition)

An attempt to persuade mostly through the power of the words used, not through reason.

Problem with rhetoric: We usually (should) want to know reasons!

Solution: Know rhetorical tricks and be aware of them.

Note: Rhetoric is not always bad, but it only is acceptable in contexts where it is ok to not give reason.

Appeals to specific feelings, emotions, attitudes etc

For example appeal to...

- novelty
- popularity
- compassion, pity or guilt
- cuteness
- sexiness
- wealth, status, power, hipness or coolness
- fear ('scare tactics')
- ridicule
- ...

RHETORICAL PLOYS

Appeals to specific feelings, emotions, attitudes etc

Examples



<https://www.campaignlive.co.uk/article/iphone-x-evolutionary-design-emperors-new-clothes/1444473>



<https://sites.psu.edu/anengineersjourney/2014/10/02/got-coke/>

RHETORICAL PLOYS

Appeals to specific feelings, emotions, attitudes etc

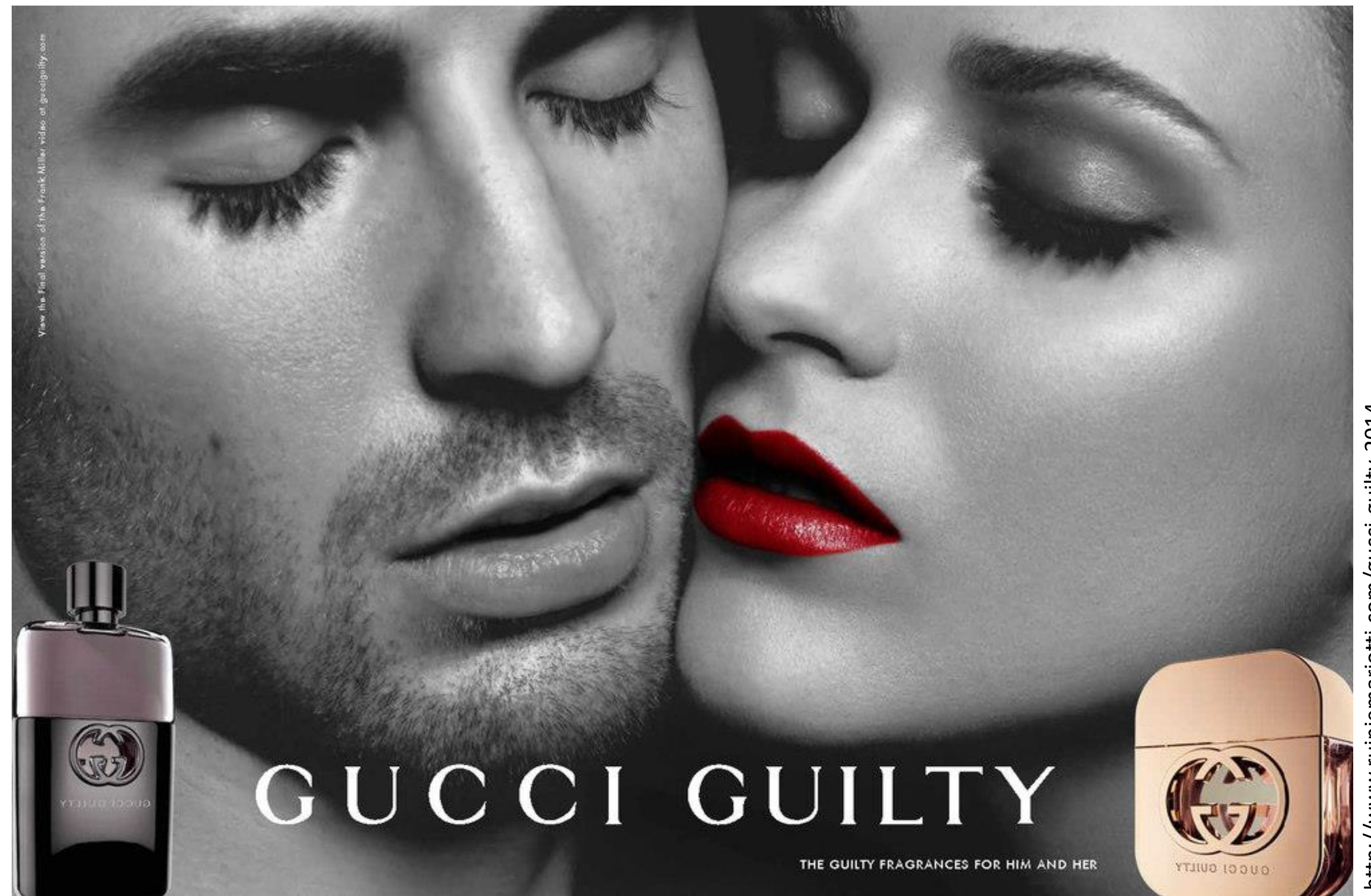
Examples



RHETORICAL PLOYS

Appeals to specific feelings, emotions, attitudes etc

Examples



RHETORICAL PLOYS

Appeals to specific feelings, emotions, attitudes etc

Examples

The image displays three overlapping McAfee advertisements, each using different rhetorical strategies to promote subscription renewal.

Advertisement 1 (Left): Features the McAfee logo and tagline "Together is power." in the top left. The top right corner contains the text "Verlängerungshinweis". The main body text reads: "3 wichtige Maßnahmen, mit denen wir Sie in diesem Jahr geschützt haben." followed by "3 wichtige Gründe für eine Verlängerung." At the bottom, a red button says "Schutz verlängern". To the right of the text, there are three statistics: "47.000 DATEIEN GESCHÜTZT" with a green shield icon, "9.070 RISIKEN BLOCKIERT" with a blue shield icon, and a partially visible "2 ÜBERPRÜFT" with a blue shield icon. A small disclaimer at the bottom states: "Die durchschnittlichen Jahreswerte basieren auf globalen MLS-Benutzerdaten des Kundenanalyseberichts für August 2018."

Advertisement 2 (Middle): Features the McAfee logo and tagline "Together is power." in the top left. The top right corner contains the text "Verlängerungsh". The main headline is "Ihr Virenschutz-Abonnement läuft heute ab." followed by the subtext "Sie können sicher sein, dass die Hacker sich darüber freuen." A red button at the bottom says "Schutz reaktivieren". The background shows a person in a dark hoodie using a laptop.

Advertisement 3 (Right): Features the McAfee logo and tagline "Together is power." in the top left. The top right corner contains the text "Verlängerungshinweis | Seit 7 Tagen abgelaufen". The main headline is "Die große digitale Welt da draußen ist gefährlich." followed by the subtext "Ohne McAfee-Schutz sind Sie Schadsoftware, Viren und anderen Bedrohungen ausgesetzt." A red button at the bottom says "Risiken vermeiden". The background shows a digital globe with data points.

Appeals to specific feelings, emotions, attitudes etc

Examples



SICHERHEITSWARNUNG **McAfee™**
Together is power.

Ihr McAfee Antivirus Sicherheitsabonnement ist abgelaufen.

! Sie können sich keine Lücken leisten.
Es geht nicht nur um Viren, sondern auch um zweifelhafte Webseiten, gefährliche Downloads und Identitätsdiebstahl. McAfee schützt Sie vor all diesen Bedrohungen.

Vereinigen Sie alles unter dem McAfee®-Schutzschild.
Sicher haben Sie mehr als nur einen PC in Ihrem Haushalt. Dazu kommen der Laptop mit den Familienfotos, Ihre Smartphones und Tablets. Mit McAfee LiveSafe™ sind all diese Geräte und wichtigen Daten geschützt.

Halber Preis für

Abonnement	Preis	Sparen
1-Jahres-Abonnement	59,95 €	Sparen Sie 30 €
2-Jahres-Abonnement	89,95 €	Sparen Sie 90 €

BESTE WAHL

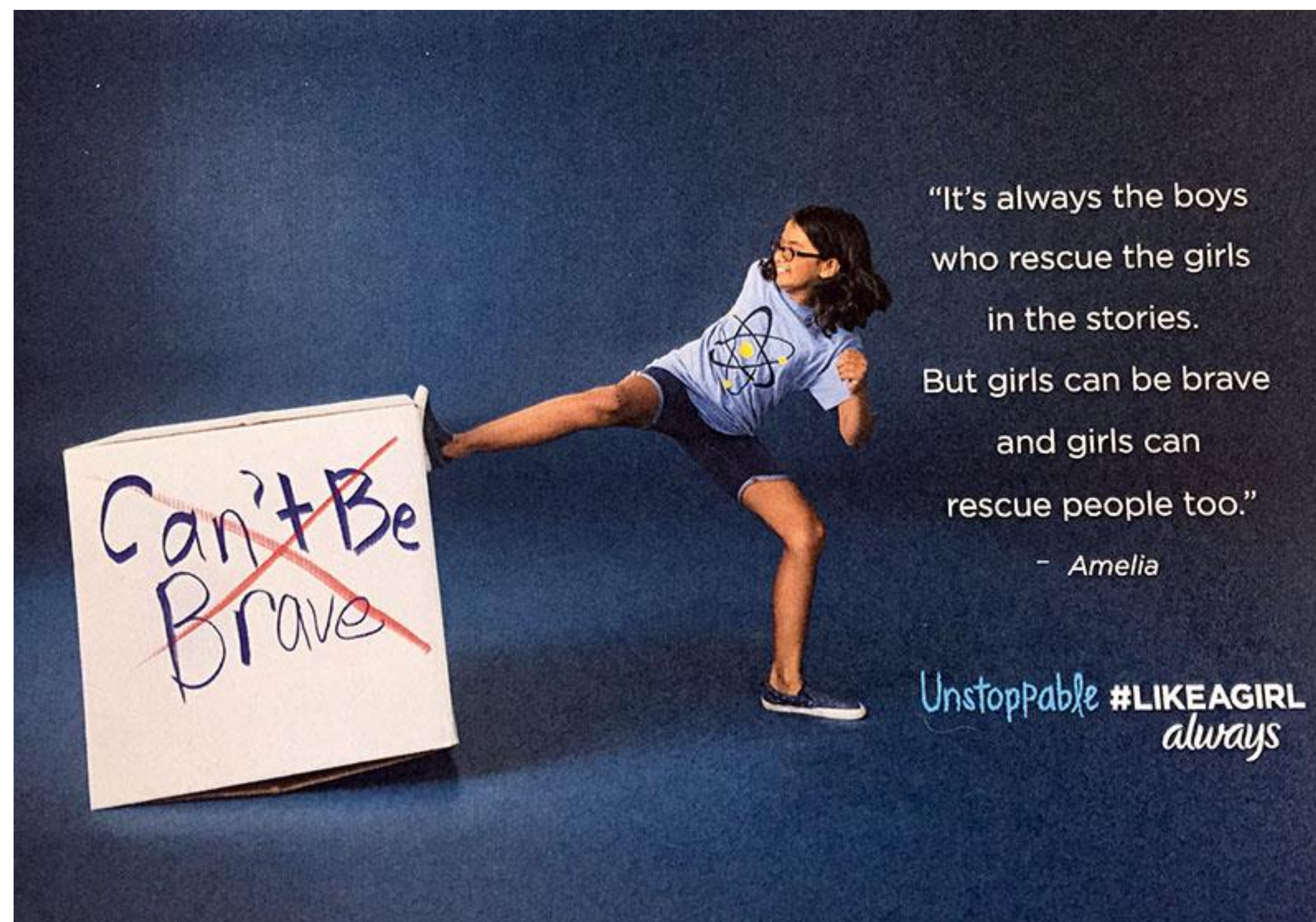
Leben Sie Ihr digitales Leben – wir kümmern uns um Ihren Schutz.
Gemeinsam sind wir stark!

Jetzt verlängern

RHETORICAL PLOYS

Appeals to specific feelings, emotions, attitudes etc

Examples



<https://hrexach.wordpress.com/2015/07/15/always-likeagirl-unstoppable-empowering-ad/>



<https://www.menstruationresearch.org/2014/07/17/what-does-it-really-mean-to-be-likeagirl/>

Direct attack

We are just said what we should do or believe, not why so.

- “Vote Major Smith!”
- “Drink Coke!”
- “Say no to nuclear power!”

Trading on implicature

a speaker conveys something by implicature that he does not want to say directly

Example: “When the government increases income tax, it will be a further burden on families.”

- audience will be more likely to believe that the government plans on increasing income tax, even if there are no such plans

Renouncing Quotation Marks

B attempts to make A's (alleged) position look suspicious or ridiculous by using quotation marks that suggest to the reader that something is wrong with A's (alleged) usage of words.

- Windows is the most popular operating system.
- Windows is the most popular 'operating system'.
- Thanks for your help!
- Thanks for your 'help'!
- Feminists are advocating women's rights.
- Feminists are advocating women's 'rights'.

Don't confuse this with the legitimate use of quotation marks! Speaking of which...

Excursus I: The ideal use of quotation marks in this lecture

Double quotes “...”

for quotes

Example:

“The fundamental theme of Rule One is that philosophical views or positions require support by argument,” writes Jay F. Rosenberg.

for mention

Example:

“Bald” is vague.

Single quotes ‘...’

legitimate renouncing quotation marks

Example:

The autonomous car has the ‘duty’ to not kill its passenger.

Excursus II: Use and Mention

You can use phrases...

One usually uses phrases.

Wood is an organic material from trees.

Sarah is 1,68m

...and you can mention phrases.

One only mentions words when one talks about phrases.

“Wood” is a four-letter word with a double vowel.

“Sarah” certainly is not 1,68 m.

Trading on a presupposition

Presupposition (working definition)

A statement presupposes p iff in order to properly make sense of the statement you have to assume p .

Example:

- “After the government wasted millions for faulty military equipment, they are now spending hard-earned tax money on trying to fix government buildings beyond repair.” presupposes that
 - the government bought military equipment
 - that it was faulty
 - that it costed millions
 - and that those millions were wasted

RHETORICAL PLOYS

Buzzwording

using 'hot' words when actually they are not useful in that context

Namesdropping

unnecessarily mentioning a lot of (allegedly) important persons, often without giving an explanation and making the listener feel like they need to know these people

Jargon

using unnecessarily many technical terms and expert jargon that is not commonly known by the target audience

Extensive use of acronyms

using unnecessarily many acronyms that are not commonly known to the target audience

