

Name _____ **Ad Hominem**



Ad Hominem

In Latin, *ad hominem* means "to the person." An ad hominem is a type of logical fallacy that attacks an opponent on a personal level, rather than attacking the strength of their argument. The purpose of an ad hominem argument is to shift the focus away from the argument, concentrating instead on an opponent's emotions, interests, character, motives, or personal characteristics. An ad hominem attack is usually completely irrelevant to the substance of the actual argument.

Which of the following are examples of an ad hominem argument?

- _____ saying everybody is doing it
- _____ circular argument
- _____ calling someone a hypocrite
- _____ pointing out someone has criminal or otherwise unsavory associates
- _____ pointing out that a course of action is a slippery slope
- _____ saying someone has a conflict of interest
- _____ appeal to ignorance
- _____ calling someone names
- _____ appealing to someone's sense of pity