

Name \_\_\_\_\_ **Ad Hominem**

# Ad Hominem

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.

**DIRECTIONS:** Complete the second speech bubble with an ad hominem argument.

