



ANSWERS

Raw Emotional Appeal	Direct appeal to strong emotions such as pity, fear, anger, or patriotism
Xenophobia	Appealing to people's fear or distrust of strangers or foreigners
Plain Folks	Presenting oneself as "a regular person"
Appeals to Identity	Arguments based on group mentality; arguments that claim to represent the whole group
Ad Hominem	Attacking someone's character instead of presenting a logical argument