

Fallacies in the Media's Spotlight

Introduction

During debates, speeches, discussions and competitions people are giving arguments in order to prove their standing on any statement. Sometimes, they use poor arguments and have mistakes which make illogical and false conclusions (Rice, 2010, p. 79). A fallacy is one in which there is the usage of mistake and may take the form of formal or informal. In formal fallacy, an error stems within the given poor logical form. On the contrary, there is the informal fallacy, which does not derive from the improper logical form. Now, we are living in the age of media and advertising. People in general, politicians in particular are using various fallacies in order to fool people and like one had used by Hilary Clinton “I am qualified to be president because my husband is Bill Clinton”.

Discussion

In communications sciences, any wrong or error reasoning is general which is known as the logical fallacy. There is no any denying the fact that human always used tactics in order to mislead the people. The Above mentioned Fallacy had used by the Hilary Clinton while campaigning for the ticket of Presidency. It has no any logic as both things are moving in the opposite direction. In American history, there is no any first lady who had qualified for the post of president just because she is the wife of the president. Besides, there is no any law which supports this reasoning. The exciting point is that she would be in knowledge that she is going to open bad mouth, which has no any solid foundation.

Most of the people are using logical fallacy intentionally, and they know it has no solid foundation. They are still using it because they are getting some direct and indirect advantages. On the contrary, there are some people who are unintentionally using fallacy, but try to conclude the discussion in favor of them. The general users of fallacy are the media persons, politicians, sportsmen, models and other celebrities.

In media and real life, there are many uses of logical fallacy. Firstly, they are using it because they want to distract or diversify the attention of common people. Usually, the users of fallacy have reputation. People are not only listening them but also give them value. Furthermore, they have the power to change the thinking pattern of masses. She had used this at the time of party election and diversified the men towards her. She had larger acceptance in society. In case of Hilary Clinton, we have seen that she is popular, and people are listening her speeches, watching programs and following her in all over the world. Definitely, people are also giving her value.

Secondly, for the sake of popularity people are using logical fallacies. Today, there is the barrage of Television channels, newspapers, magazines and other social media websites where people find the chance of getting popularity. In this way, they are intentionally using such fallacy and get media coverage. For some days, they are referenced in articles and programs. Same had happened with the Hilary Clinton. She had discussed and still today discussed.

Thirdly, during political campaigns, the rivals left no stone unturned in order to attack the popularity (Gagliarducci et al, 2011, pp. 144-174). In this regard, they are taking the support of various tools and among them one is the logical fallacy. They try to find out any flaw in the past or childhood life of any individual and illogically relate it with the current life. For example, if any person at the time of difficulty had done the job in alcohol shop, he may be labeled as the

illegal alcohol importer or trafficker. No doubt, Hilary Clinton is the seasonal politician. She had used this logical fallacy during the political campaign.

According to the conspiracy theory, in media industry there is the presence of some hidden factors (Coady, 2010, pp. 197-209). These components have to do nothing but to create scandals. In this way, there always remain twist, fun, breaking news and so on. The items of little importance have given so much coverage that they become the hero from zero. In this theory, logical fallacies are also mainly used. As we know media persons are so many creative and specialized in this direction. Some politicians are also part of these hidden elements. They systematically appear in any program and then are asked questions. While answering they are using any logical fallacy which is then given media coverage in different programs. As we know, in media there are families. It means, a family has the number of T.V channels, newspapers, radio channels, magazines and websites. It helps them to rotate any media piece for a number of times.

Conclusion

Logical fallacy is the false, poor, mistake or error reasoning. In our society, there are many examples of its usage. The simple and straightforward people neither use it nor understand the logic of using it. It is the work of trained and highly sharp minded peoples. However, it is widely used in media by the politicians and media persons. Most of the times, when people are using it intentionally, they have some gains like Hilary Clinton.

Works Cited

Coady, David. "Conspiracy theories and official stories." *International Journal of Applied Philosophy* 17.2 (2010): 197-209. Retrieved from

http://www.pdcnet.org/ijap/content/ijap_2003_0017_0002_0197_0210

Gagliarducci, Stefano, Tommaso Nannicini, and Paolo Naticchionia. "Electoral rules and politicians' behavior: a micro test." *American Economic Journal: Economic Policy* 3.3 (2011): 144-174. Retrieved from

<http://www.ingentaconnect.com/content/aea/aejep/2011/00000003/00000003/art00006>

Rice, Stephen M. "Indispensable Logic: Using the Logical Fallacy of the Undistributed Middle as a Litigation Tool." *Akron L. Rev.* 43 (2010): 79. Retrieved from

http://heinonline.org/HOL/Welcome?message=Please%20log%20in&url=%2FHOL%2FNotSubscribed%3Fcollection%3D%26bad_coll%3Djournals