

Kealy Toler

Dear Mom,

I know how much you love to shop and to try out new products. I want to help you decide what to buy or what to turn down. I know you also like to know what I'm doing in school. Part of the money you are spending on my tuition is going towards an English 102 class. This week we are learning how to recognize fallacies, focusing on ads and commercials. Many ads use fallacies to trick costumers into buying their product. Recognizing fallacies in ads will definitely help you on your shopping trips.

What are logical fallacies? The key step in recognizing logical fallacies is knowing what they are. Fallacies are errors in reasoning or attempts to deceive. Most commercials use some type of fallacy, and most of the viewers actually believe them. An example of a fallacy trying to deceive buyers is the new Maybelline commercial. (<http://www.youtube.com/watch?v=pawfKqkLYSY>) In the commercial it states, "Maybe she's born with it, or maybe it's Maybelline." This statement could be considered a **false dilemma**. A false dilemma is when a limited number of options are given, while in reality there are more options. Only two options are given in this commercial. It insinuates you either have to use Maybelline products or none at all. The commercial doesn't say there are other brands you could buy like Revlon, Cover Girl, Lancôme, or Clinique instead of buying Maybelline products.

“Flawless skin? Old news. 100 percent pore less perfection has arrived.” This is another quote from the new Maybelline commercial. The commercial is trying to push new customers into buying this foundation by implying that flawless skin is not popular anymore but, pore less perfection is. This type of fallacy would be considered an **appeal to popularity**. Appeal to popularity is a proposition that is held to be true because it is widely held to be true. In the commercial, they don’t state how many people actually use Maybelline foundation. Flawless skin is pore less skin; therefore, it shouldn’t be compared in the first place. The Maybelline commercial might also be considered a false testimonial. A **false testimonial** is the use of a celebrity or a well-known person who has no qualifications about a product. The girls in the commercial are movie stars with no expertise in pore covering or dermatology. They probably didn’t even have the makeup on when they were making the commercial. The commercial uses beautiful girls to persuade girls, of every age, to want to look like them.

In relation to buying this foundation, I would suggest not to buy Maybelline foundation and to buy a different brand instead. Even though this product seems to be improved more than other products, the commercial doesn’t give logical reasoning to why you should purchase this foundation. In this commercial, a false dilemma, an appeal to popularity, and a false testimonial are used. Now that you know what a fallacy is and what to look for in commercials, you can pick out the reliable products from the deceiving ones.



The Maybelline foundation commercial has one goal in mind, which is trying to convince you that their product is the best. I hope this information about fallacies will help you out on Saturday when you go shopping with your friends. I can't wait to see you at the next football game!

Love,

Kealy