

**EXERCISE A3-1** In the following paragraph, identify the type of appeal used in the preceding sentence: *ethos* (ethical appeal), *logos* (logical appeal), or *pathos* (emotional appeal).

Elderspeak, the use of pet names such as “dear” and “sweetie” directed toward older adults, is generally intended as an endearment. However, the use of such language suggests a view of seniors as childlike or cognitively impaired. It should be no surprise, then, that older adults find these pet names condescending and demeaning (*ethos* / *logos* / *pathos*). Unfortunately, the effects of elderspeak go far beyond insulting older adults. Health care professionals have found that residents in nursing facilities, even those with dementia, respond to patronizing language by becoming uncooperative, aggressive, or depressed. In a 2009 study published in the *American Journal of Alzheimer's Disease and Other Dementias*, Ruth Herman and Kristine L. Williams reported that older adults responded to elderspeak by resisting care, yelling, or crying (“Elderspeak’s Influence”) (*ethos* / *logos* / *pathos*). Surprisingly, despite widely published research on the negative effects of elderspeak, the worst offenders are health care workers, the very people we trust to treat our elderly family members with respect and dignity — and the very people who are old enough to know better (*ethos* / *logos* / *pathos*).

**EXERCISE A3-2** Explain what is illogical in the following brief arguments. It may be helpful to identify the logical fallacy or fallacies by name. Answers appear in the back of the book.

- a. My roommate, who is an engineering major, is taking a course called Structures of Tall Buildings. All engineers have to know how to design tall buildings.
- b. If you're old enough to vote, you're old enough to drink. Therefore, the drinking age should be lowered to eighteen.
- c. If you're not part of the solution, you're part of the problem.
- d. American students could be outperforming students in schools around the globe if it weren't for the outmoded, behind-the-times thinking of many statewide education departments.
- e. Charging a fee for curbside trash pickup will encourage everyone to recycle more because no one in my town likes to spend extra money.