

CHAPTER 17

Solutions to the Even-Numbered Questions in the Text

17.5

2. No evidence is given that the magazines offered are worth subscribing to, or are cheaper to subscribe to than ordering directly. Instead, a prize is offered. This violates Rule 1.
4. The salesclerk is pulling a bait-and-switch: the ad offered an Apple at a low price, but the salesperson is trying to switch the customer to a different system, violating Rule 2.
6. No evidence is given that the jobs are high-paying or worth having. Violates Rule 1.
8. The ad assumes you've promised yourself a new car, and repeatedly says without proof that their prices are low. This violates Rule 1.
10. This pitch assumes the customer will buy the decanter set without giving any evidence he should. This violates Rule 1.
12. The ad gives no evidence that the investment letter is worth subscribing to. This violates Rule 1.
14. The ad compares its minivan only with Ford and Chevy SUVs, which are a different type of vehicle (namely, ones capable of driving off-road). This faulty dilemma violates Rule 3.
16. The ad tells us how popular the necklace is, and this may be a tiny bit of evidence that it is worth buying, but not much. This mainly irrelevant appeal to identity violates Rule 3.
18. The ad implies that the organization helps animals, but doesn't explain how, so it is a violation of Rule 3.