

- (Humean) Induction: possibility of theories to secure knowledge of the world and our place in it. All we can know is what we can experience (empiricism)
 - Without observation or experience we can't infer cause or effect from a single event
- Deduction: the rationality of those theories we seek to make/find ourselves making. (rationalism). So we need to convince
- Syllogism: form of reasoning in which two premises and a third is deduced called a conclusion. So this lecture looks out **how to form a good premise**
 - Persuasive argument: is a connected series of statements intended to establish a proposition
- Logos (what is logical): essentially circumvents induction by proving a good argument/discourse/or sharing a common understanding. This is important as too much induction is bad. (public servant eg conservative politician, scientist)
- Pathos: appeals to emotion (advertisers)
- Ethos: appeals to values, character and culture.

Advertisers use all 3 of these techniques to persuade us. The premises are presented as logos etc and we make our own deduction.

- Argument: is the content of a speech – a string of propositions intended to establish a conclusion. They are the building blocks of scientific paper or book.
 - Deductive argument/valid is where the premises are true then the conclusion is should but not definitely be true
 - But validity is not the truth of conclusion
 - **A sound argument:** argument valid and all the premises must be true

Categorical relationship: way of mapping out arguments

Logical fallacy: when arguments don't work and are deceptive or misleading usually when premises are true but one perhaps it fallacy. (Faulty reasoning deductively). Eg:

Different types of fallacy:

- **Slippery slope:** suggest if one step is taken that will inevitably leads to similar steps or actions, in downhill walk will end to disaster eg: if we allow abortion, next things is allow euthanasia
- **Equivocation:** in which a key word shifts its meaning during course of the argument, so the premises are about something different to the conclusion. Only men are rational no women are rational therefore no woman in rational
- **Hasty generalisation:** bases a claim on too small samples (eg I didn't get cm punk significate therefore is rude)

Think critically about anything:

- Don't take anything at face value, only accept conclusion if it stands reason.
- Critique of someone's work in most respectful
- Do so by analysis (breaking down) and synthesis (putting together argument and how does it work).