Name _____

Card Stacking

Definition: Selectively presenting only part of the information in order to lean the argument one way or another.

Examples:

- "What about side effects? Well, Alli diet pill won't leave you jittery or make your heart race."
- "Thirty-three people wrote in support of our decision."
- "This product has absolutely no trans fats."
- "Hundreds of people died instantly and hundreds more died later from the effects of the unnecessary bomb dropped on Hiroshima."

1. Give examples of how you'd use this technique to advertise your used car.

2. Give examples of how you've used this technique on your own parents.

3. Is this technique ever justified? (For example, historically school social studies textbooks have presented the good and noble ideas and ignored the more embarrassing facts. The justification was to support patriotism.) Explain your answer.

4. Are card stacking and lying the same thing? Explain your choice.

5. You have been assigned to write a paper to persuade your parents to allow you to join the military after graduation. What three reasons will you use? What three will you steadfastly ignore?