

Group 2

Name:

1. Syaza Syaurah Binti Mohd Yusran (A20EC0227)
2. Darrshan A/L Rajagopal (A20EC0188)
3. Irfan Mubin Bin Shukri (A20EC0193)
4. Amir Firdaus Bin Rosman (A20EC0180)
5. Arif Suffian bin Muhamad Zaili (A20EC0184)
6. Amir hanis bin Azman (A20EC0181)

Link ad: <https://youtu.be/vtP-S9OS0o0>

In this ad, we have find out 5 fallacies.

First of all, we got False Dilemma Fallacy from the ad. It said that if we switch to allstate (name of insurance company) we will get great coverage if. For example, if we got into accident, it put us in dilemma since it said “get good coverage or you won’t for accidents happening.”

Secondly, we also got Hasty Generalization Fallacy. We can see it when the ad does not provide enough evidence for Allstate to be better than any other insurance companies.

Next, third one is Begging the Question. As in the ad, Allstate mention that the other companies would not cover the costs of accidents happened. So it gives the audience a stronger reason to doubt that Allstate is better than any company out there.

Fourth, Straw man Fallacy. So, this focus on how the company stereotyping teenage girls to always be in an accident. The teenage girls are one of he strong reason that they should have better insurance cover and they offer Allstate for the best one.

Lastly, the fifth one is Appal to Falsse Authority. Such for this ad, they had used the actor Dean winter in it who is the main figure of the ad which makes people have more confident to switch to Allstate companies. The company had used big influence to attract their customer.

As the conclusion, all the fallacies stated has used in the ad by the company for attracting and put trust in people so that they can gain more customer for their company. As what we can see, fallacy is just a logical inconsistency that used by someone in one’s argument especially for their own best.