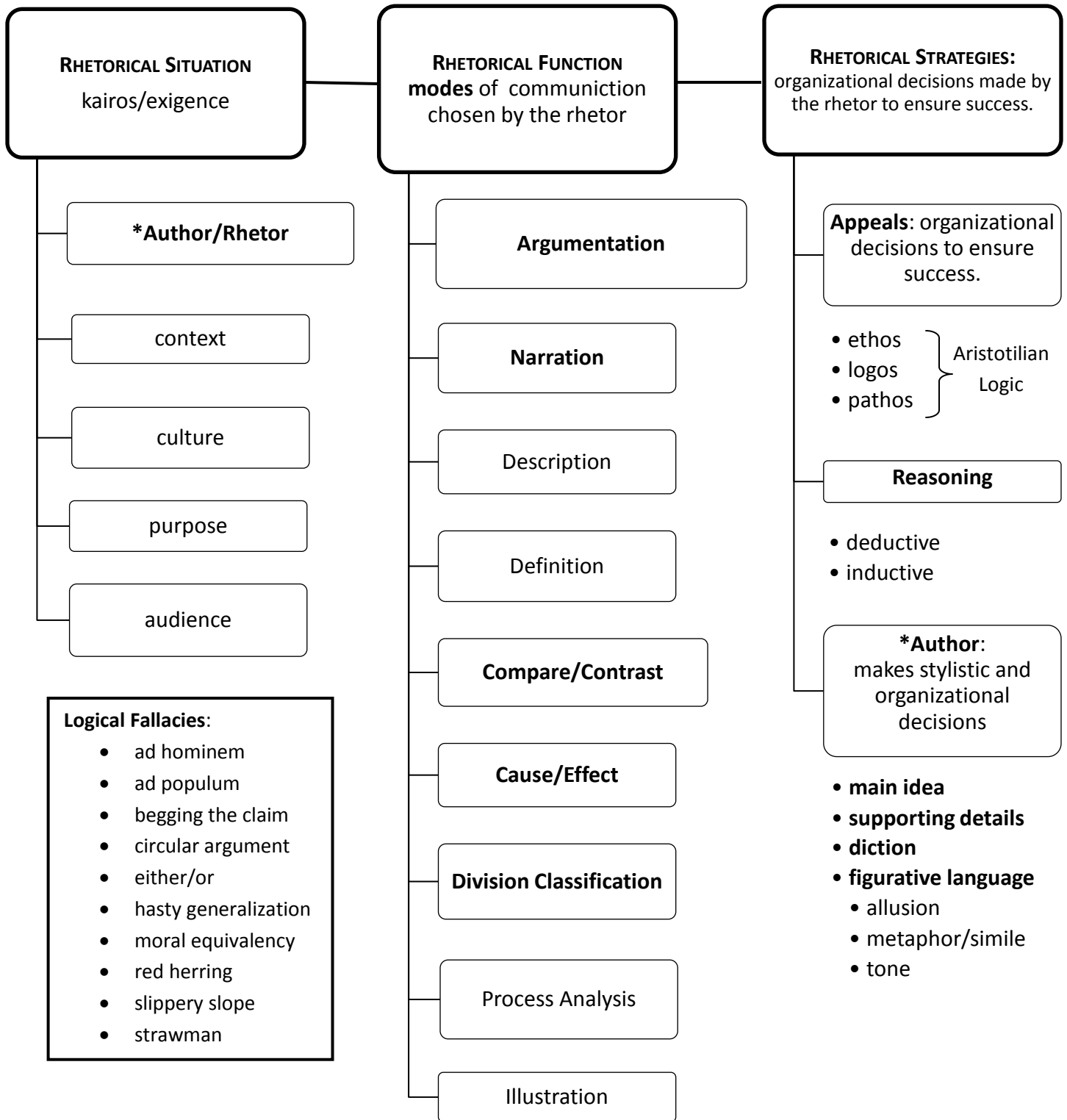


MAP OF RHETORICAL TERMS & RELATIONSHIPS



Logical Fallacies:

- ad hominem
- ad populum
- begging the claim
- circular argument
- either/or
- hasty generalization
- moral equivalency
- red herring
- slippery slope
- strawman

***Note:** **Author** is mentioned twice—under **Rhetorical Situation** because of the influence the author’s collective experiences, knowledge, and relationships contribute to the context and meaning; under **Rhetorical Strategies** because of the stylistic and organizational decisions made by the author.