

LEGITIMACY

LEGITIMACY

INEVITABILITY

INEVITABILITY

**IN GROUP /
OUT GROUP**

**IN GROUP /
OUT GROUP**

BANDWAGON

BANDWAGON

NOSTALGIA

NOSTALGIA

SELF-INTEREST

SELF-INTEREST

**GLITTERING
GENERALITIES**

INSINUATION

TRANSFERENCE

**PRESENTING THE
OTHER SIDE**

LEAST OF EVILS

SIMPLIFICATION

NAME CALLING

**COMPARE AND
CONTRAST**

PLAIN FOLKS

**COMPARE FOR
SIMILARITIES**

TESTIMONIALS

**ILLUSTRATIONS AND
NARRATIVES**

SPECIFIC INSTANCES

STATISTICS