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Logical Fallacies in the Slogans of National and International Firms/Company: An Interdisciplinary Perspective

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Abstract

The present paper discusses the emergence of logical fallacies in the context of critical discourse analysis (Van Dijk, 2003) for national as well as international companies' /firms' slogans. Logical fallacies are prevalent mistakes in logic that may result in erroneous conclusions or fallacious arguments. The research investigates a list of well-known firms from diverse industries and finds the emergence of logical fallacies in their slogans. The article also discusses the possible effect of such fallacies (Bennett, 2012) on consumers' decision-making and behavior. Through the presentation and detection of such fallacies, this research hopes to enhance consumer knowledge and critical thinking skills in analyzing advertising slogans. In essence, the article emphasizes the significance of ethical and moral communication in advertising and encourages business companies to take heed of effective messaging instead of manipulative mechanisms.

Key words: Logical Fallacies, Corporate Slogans, Marketing Strategies, Consumer Persuasion, Advertising Language,

Introduction

Slogans, or trademark or tagline lines, are short, memorable phrases that are frequently used in advertising and promotion (Denistia, et al. 2024; Tong, X., & Su, J. 2022). Business and organizational slogans, taglines, and jingles bombard us daily. They are a ubiquitous element of brand promotion and are employed to gain the attention of customers, define brand positioning, make ads more memorable, and develop brand loyalty (Keller, 1993; Miller & Toman, 2015; O'Guinn, Allen, & Semenik, 2003; Shabbir, Kamran & Ayaz, 2024). These messages aim to grab our interest, arouse our feelings, and influence us to make purchases, support causes, or join movements. They might raise the desire for the items and brands by evoking favorable sensations and emotions in customers (Maghraby, et al. 2024; Tong, X., & Su, J. 2022). As according to previous research slogans function as a supplementary but frequently important component of brand identification, helping to brand names and logos and communicate brand identity (Tong, X., & Su, J. 2022). Yet how often do we pause to consider the assertions made in these slogans critically? Are they always accurate, truthful, or logical?

The study will examine the slogans used by national and international firms/companies in a range of sectors, including communication, technology, food and beverage, fashion, health and beauty, and more. The main objective of the study is to uncover the most prevalent logical fallacies found in language/ slogans, including appeals to emotion, personal attacks, false dichotomies, straw men arguments, and others. The effect of these slogans on customers and their ability to influence choices will also be examined by the study. For several reasons, the study of logical fallacies utilized in marketing and advertising is necessary. Firstly, it makes the buyer smarter and enables him to be a critical thinker who examines assertions made by organizations and companies. Knowing the numerous logical fallacies utilized in slogans will enable the buyer to know when he is being tricked and whether he should support or not support a particular product or cause.

Secondly, with awareness of logical fallacies in advertising and marketing, organizations and companies can strengthen their message strategies. Companies can gain more trust from consumers and create effective marketing campaigns by not employing fallacious arguments in their campaigns. In addition, with awareness of the most common logical fallacies used in advertisements, companies can understand more about the employed strategies of their competitors and prepare counterstrategies that will be more effective. As per past research a

slogan enables fashion companies to reinforce their identity and differentiate themselves from rivals (Nurhadi, et al. 2023; Tong & Su, 2022).

Mixed-methods design will be employed to carry out the study, which will have qualitative and quantitative analysis. A comprehensive list of diversified sectors' local and foreign companies will be prepared as the initial step of the study. Forbes 500, Fortune 1000, and other listed sources, among others, will serve as the standard for ranking. Further, both manual and automated processes shall be used to acquire and evaluate each company or firm's slogans for fallacies. A team of researchers trained in logical reasoning and critical thinking shall conduct research on every possible slogan and evaluate it for any fallacy in reasoning as part of the manual evaluation. Natural Language Processing (NLP) methods are to be employed in the automatic analysis to identify linguistic and structural patterns in the slogans that indicate the use of logical fallacies.

Both quantitative and qualitative data will be employed to report the research findings. Quantitative analysis will provide an estimation of the nature and scope of the kinds and number of logical fallacies used in the slogans of both domestic and foreign companies. Through studying the effects of these fallacies on customers, qualitative analysis will provide concrete examples of how they are utilized in different slogans. We anticipate discovering that appeals to emotion, false dichotomies, and ad hominem assaults are the three most prevalent logical fallacies utilized in slogans, based on prior research in the fields of marketing and advertising. These fallacies are frequently employed because they have a strong emotional impact on consumers, which can enhance sales or generate support for a certain cause.

Slogans, like Nike's attitude in "Just Do It" and Target's "Expect More. Spend Less," may act as "hooks" or "handles" to convey a brand's meaning and what makes it unique (Dahlén & Rosengren, 2005; Kohli, Leuthesser & Suri, 2007). So that customers may correctly connect the brand with the slogan, a slogan must be a component of a strategic vision of brand identity and convey the brand's direction (Pham & Johar, 1997, 2001; Shahzad, Batool, & Aslam, 2024). Slogans are a technique used by both national and foreign businesses for branding and marketing. Popular slogans can influence customer behavior and transmit some of their impacts to the brand (Aslan, & Demire, 2021; Kohli, Thomas, & Suri, 2013). Consumer

perception of a brand is predicted to be influenced by its slogans, both in terms of the brand itself and in comparison to its rivals (Tong, X., & Su, J. (2022). Slogans may help with advertising, brand memory, brand awareness, transfer pleasant feelings to the brand, promote qualities that can build brand image, ease the purchase process, and convince customers that one brand is superior to another (Tong, X., & Su, J. 2022).

Slogans are used to grab consumers' attention and foster a favorable association with the good or service being advertised. But, the logical soundness of the idea being delivered is just as important to a slogan's success as its catchiness or memorability. Slogans that employ logical fallacies can deceive customers and ultimately damage a company's reputation. The purpose of this research project is to examine the frequency of logical fallacies in the slogans of both national and foreign businesses.

Objectives of the study

To identify the types of logical fallacies, present in the slogans of national and international firms/companies.

To examine the frequency of logical fallacies in the slogans of national and international firms/companies.

To evaluate the impact of logical fallacies in the slogans of national and international firms/companies on consumer behavior.

Literature Review

Slogans

Logical fallacies—common errors in reasoning that undermine arguments—are frequently found in advertising slogans. This study applies critical discourse analysis (Van Dijk, 2003) and logical fallacies frameworks (Bennett, 2012) to examine how national and international companies use these persuasive yet misleading tactics in their branding. By analyzing slogans from well-known brands across industries, we uncover the prevalence of logical fallacies and their potential impact on consumer behavior and decision-making (Bennett, 2012). Whether through false dilemmas, appeals to emotion, or hasty generalizations, companies often craft messages that subtly manipulate perception rather than present sound reasoning. This study reveals common marketing fallacies to help consumers sharpen their critical thinking skills when evaluating advertising slogans. By exposing misleading tactics, we aim to promote greater awareness and encourage smarter purchasing decisions. In today's competitive

marketplace, some brands resort to manipulative messaging to influence buyers. However, deceptive advertising erodes trust and can harm consumer confidence. This research underscores the need for companies to prioritize truthful communication and ethical marketing practices over misleading claims.

Businesses use slogans for a variety of purposes, such as differentiating their firm or brand, preserving their corporate identity, giving customers a reason to buy, or highlighting a unique competence (Aaker, 2022; Dowling & Kabanoff, 1996; Keller, 1993). Thus, it comes as no surprise that the majority of businesses nowadays utilize slogans to connect with their many stakeholders, such as clients, staff members, and even investors (Mathur & Mathur, 1995; Prexl, 2022). According to Keller (1993), the name, logo, and tagline are the three essential components of a brand's identity. Slogans make a distinctive and important contribution to a brand's identity, even if they are all parts of the same total and serve a similar purpose in forming the brand image (Ghorbani & Westermann, 2025; Keller, 1993; Kohli & Suri, 2002; Wilson, 2021). The ability to communicate a message through names and logos is somewhat constrained, but a slogan can partially fill this gap. Slogans, like Nike's "Just Do It" and Target's "Expect More. Spend Less," can act as "hooks" or "handles" for encapsulating a brand's essence and communicating what makes it unique (Dahlén & Rosengren, 2005; Kohli, Leuthesser, & Suri, 2007). Also, slogans are in a unique position to serve as a link between a brand's history and its changing image, whereas names and logos are difficult to modify (Kohli et al., 2007).

Slogans are seen to be particularly effective in grabbing customers' attention, establishing brand equity, and evoking positive feelings and recollections about particular benefits and values provided by the related brand (Brierley, 2005; Normingieva, 2025). Slogans are effective tools for enhancing brand recognition and image since they are placed close to the brands in commercial communications. Rosengren and Dahlén (2006) claim that there are at least three ways in which slogans can improve more general brand attitudes: (1) by priming particular brand associations; (2) by transferring likability from the slogan to the brand; and (3) by acting as a memory aid to support favorable brand evaluations. Dahlén and Rosengren (2005) discovered that consumers rate brands with catchy slogans higher. Consumer perception of a

brand is predicted to be influenced by its slogans, both in terms of the brand itself and in comparison to its rivals.

Slogans may serve to distinguish a company or brand, provide people a reason to buy, or declare a unique capability since they represent the brand's positioning strategy and enable learning about some part of a brand or company (Dowling & Kabanoff, 1996; Dass, Kohli, Kumar, & Thomas, 2014). When a marketer wants the audience to associate rational benefits and warm feelings with the brand or marketer, slogans are used to facilitate this process by summarizing and repeating the dominant selling proposition. As a result, slogans are essential to marketing strategy and are increasingly used in advertising (Lamons, 1997). In conclusion, slogans may help with advertising and brand memory, enhance brand awareness, transmit good affect to the brand, promote qualities that can build brand image, ease the purchase process, and convince customers that one brand is superior to another.

Fallacy

A fallacious argument is one that appears to be convincing yet is not (Hamblin, 2022). The idea of a fallacy is inextricably linked to argumentation. According to standard definitions (such the Oxford English Dictionary), a fallacy can be defined as a "invalid argument" or "faulty reasoning" (Goffredo et al., 2022). Due to their contribution to reasoning in critical thinking educations, fallacies have played a significant part in argumentation from antiquity (Goffredo et al., 2022).

Ad campaigns, as other types of communications, frequently contain logical fallacies, which are reasoning flaws. Slogans are frequently used by businesses to advertise their goods and services, but some of them may involve logical fallacies. The purpose of this literature review is to investigate if national and multinational businesses' slogans contain logical fallacies.

The unnecessary use of emotive words in an argument to appeal to the audience's emotions. Subcategories include "fag waving," which plays on a group of people's identification to arouse their emotions, "appeal to pity," "appeal to terror," and "loaded language" (i.e., intensifying a word by employing emotionally charged descriptive adjectives, either positive or negative) (Goffredo et al., 2022). The appeal to emotion is one of the logical fallacies used most

frequently in advertising slogans. In order to evoke a specific emotional response from their audience that might subsequently affect their purchasing decisions, advertisers use emotional appeals. For instance, McDonald's "I'm Lovin' It" slogan is an emotional appeal designed to foster a favorable association with the company's products. Although emotional appeals in marketing can be successful, they offer no factual information about the good or service being advertised and are therefore logical fallacies.

When the argument makes reference to a person or group of individuals who supported her position without offering any supporting evidence, by citing well-known laypeople who are not professionals, or by stating that the majority of people agreed with her position (Bennett & Galić, 2021; Goffredo et al., 2022). The appeal to authority is a typical logical error used in advertising slogans. Businesses frequently hire celebrities, experts, or other authority people to promote their goods or services in the hope that this will give their brand more legitimacy and credibility. This strategy, nevertheless, could be deceptive because the experts or celebrities may not actually be knowledgeable about or have experience with the good or service being advertised. For instance, L'Oreal's "Because you are worth it" motto suggests that their goods are of high quality, even when their efficacy may not be supported by any actual scientific data, despite the authority of their brand. Another logical fallacy that appears in advertising slogans is the use of misleading dichotomies.

False dichotomies, which are claims that are mistakenly presented as two straightforward, mutually incompatible possibilities, have provoked intense discussions between opposing viewpoints on how to assess the quality and adequacy of the information from which to derive conclusions (Escandón et al., 2021). The opponents on both sides of these paradoxes cherry-pick scientific studies, see all facts through the prism of their views, and fit polarised narratives with the dangers of black-or-white messaging and reductionist frameworks (Escandón et al., 2021). Such dogmatic beliefs, supported by false facts, frequently cause polarization in addition to the growing conviction with which they are articulated (Davey et al., 2021; Lee C et al., 2021). So the false dichotomy happens when an argument only offers two possibilities when there may actually be more than two.

The consumer is given the impression that they must choose between the two options supplied via this technique, which is frequently used to evoke a sense of urgency or scarcity. For instance, the California Milk Processor Board's "Got Milk?" slogan creates a false dichotomy by implying that the only way to obtain calcium is through drinking milk while, in fact, there are a variety of different calcium-containing foods and beverages. The use of premature generalization is another logical mistake frequently seen in advertising slogans. This happens when a general conclusion is derived from a small set of examples or pieces of information. This strategy may be employed by businesses to make generalizations about the efficacy of their goods or services without offering any supporting data.

Last but not least, a typical logical fallacy used in advertising slogans is the bandwagon appeal. Bandwagon appeal implies that the buyer should follow suit since everyone else is. This strategy is frequently used to foster a sense of social proof by making the customer feel as though their purchase of the advertised good or service places them in a bigger group of people. For instance, Nike's catchphrase "Just Do It" suggests that since everyone is wearing Nike shoes, customers should as well: 1) Ad Hominem - attacking the person rather than the argument they are making.

When one side's perspective is relentlessly attacked during a debate (Walton, 1987). It includes the three types of ad hominem attacks described in Habernal et al. (2018), such as general ad hominem (an attack on the character of the opponent), tu quoque ad hominem (the "You did it first" attack), and bias ad hominem (an attack in which the arguer implies that the opponent is personally benefiting from his stance in the argument); and Name-calling, Labeling, where the arguer (Goffredo et al., 2022). For example, "I can't believe anything he says, he's a known liar". 2) Appeal to Authority - accepting something as true simply because an authority figure said it. For example, "Dr. Oz said this product is good for weight loss, so it must be true." 3) Bandwagon Fallacy - accepting something as true because many people believe it. For example, "Everyone is using this new app, so it must be great." 4) Begging the Question - using a premise to support an argument that is itself based on that argument. For example, "I'm a good person because I always do the right thing." 5) False Dichotomy - presenting only two options

when there are actually more. Incorrectly interpreting a connection between two occurrences as proof of causality (Walton, 1987). For example, "You're either with us or against us."

6) Hasty Generalization - drawing a conclusion based on insufficient evidence. For example, "I met one rude person from that country, so everyone from that country must be rude." 7) Post Hoc Ergo Propter Hoc - assuming that because one event happened after another, the first event caused the second. For example, "I took this supplement and then my headache went away, so the supplement must have cured my headache." 8) Red Herring - introducing an irrelevant topic to divert attention from the original issue. For example, "I know I didn't do well on the test, but my teacher didn't explain the material well." 9) Slippery Slope - arguing that one action will inevitably lead to a series of negative consequences. It implies that an action could have an unexpected but exaggerated result. A starting premise is typically utilised as the initial step leading to an inflated claim and the intermediate premises are typically left out (Goffredo et al., 2022). For example, "If we legalize marijuana, then we'll eventually legalize all drugs and our society will fall apart", 10) Straw Man- misrepresenting an opponent's argument in order to attack it more easily. For example, "My opponent wants to abolish all guns and leave us defenseless."

Methodology

A mixed-methods strategy (Shan, 2022) has been used for the present study. To identify the many forms of logical fallacies (Jin et al, 2022), a qualitative study (Hennink, & Kaiser, 2022) of the slogans of national and multinational firms/companies have been conducted first. Purposive sampling (Thomas, 2022) was used to choose the sample, which will include businesses/companies from a range of sectors, including the food & beverage, technology, and fashion industries. The slogans have been collected via websites of the businesses/companies. Deductive methods were used to undertake the content analysis, which will be based on Aristotle's taxonomy of logical fallacies and reinforced with contemporary definitions of these fallacies (Gula, 2002; Sourati, Ilievski, Sandlin & Mermoud, 2023).

This study is anticipated to add to the body of knowledge on the usage of logical fallacies in advertising. The findings of this research will contribute to the formation of the types of logical fallacies which are commonly used in domestic and international business slogans, and receive

the image of their prevalence and impact on consumer behavior. The proposed standards of business/companies to adhere to in order not to use logical fallacies when developing slogans will contribute to expanding moral and ethical advertising practice.

Customer loyalty and trust can be jeopardized by the use of logical fallacies in slogans of national and multinational firms. The purpose of the present research study is to study the presence of logical fallacies in such slogans and suggest to firms/companies how to refrain from their usage. This study will advance ethical and responsible advertising practices by using a mixed-methods approach to better understand the effect of logical fallacies on customer behavior. "Sophistical Refutations," a work by Aristotle, contains a taxonomy of logical fallacies. He distinguished between logical fallacies and rhetorical fallacies, two major groups of fallacies. He outlined several distinct sorts of fallacies for each group. A summary of is given here (Bennett, 2012).

I. Logical Fallacies: A. Fallacies of Deduction:

Fallacy of Accident

Converse Fallacy of Accident

False Cause

Affirming the Consequent

Denying the Antecedent

B. Fallacies of Induction:

Hasty Generalization

False Analogy

False Dilemma

Begging the Question (Circular Reasoning)

II. Rhetorical Fallacies: A. Fallacies of Ethos:

Ad Hominem (Attacking the Person)

Ad Verecundiam (Appeal to Authority)

Ad Populum (Appeal to the People)

B. Fallacies of Pathos:

Ad Misericordiam (Appeal to Pity)

Ad Baculum (Appeal to Force)

C. Fallacies of Logos:

Ignoring the Question

Equivocation (Using Ambiguous Language)

Amphiboly (Misinterpreting Ambiguous Language)

Composition (Assuming What is True of the Parts is True of the Whole)

Division (Assuming What is True of the Whole is True of the Parts)

Analysis

"Impossible is nothing"



The phrase "Impossible is nothing" contains a logical error that overstates or exaggerates something. The assertion is audacious and seems to indicate that nothing is impossibly difficult, however this is untrue. This fallacy is often referred to as a "false dilemma" or "falsehood of extremes." There are not any gradations of possibility or impossibility, thus there are only two options: something is either conceivable or it is not. This underplays the intricacy of the world around us and oversimplifies reality. Some things are simply not conceivable because of physical or intellectual limitations. For instance, a square cannot also be a circle, nor can a person fly without the use of technology.

As a result, the slogan "Impossible is nothing" is a logical fallacy because it asserts something that is falsely exaggerated. It is critical to understand the boundaries of what is actually feasible, even though it could be inspiring or motivating.

"Pleasure is the path to joy"



From the standpoint of the logical fallacy of equivocation, which includes the deceptive use of a term with many meanings in an argument, the phrase "pleasure is the way to joy" can be examined. In this context, the word "pleasure" has two distinct meanings: as a means to an end (joy), and as an end in and of itself. The rationale behind the statement appears to be that joy cannot be attained without pleasure, which is a reasonable claim. To imply that pleasure is the only route to joy or that pleasure is the same as joy is false. While joy is a more fundamental emotional state than pleasure and cannot be reduced to a purely sensory experience, pleasure can undoubtedly add to one's overall happiness.

Also, the slogan suggests that it is always desirable to pursue pleasure, which is not always the case. Pleasure-seeking conduct can have negative effects on an individual as well as on society at large. Because the slogan reduces a complex problem to a generalized and false assertion, it may also be considered as committing the logical fallacy of oversimplification. The phrase "pleasure is the path to joy" oversimplifies the connection between these two ideas and falls victim to the logical error of equivocation, even though there may be some truth to the idea that pleasure can lead to joy.

"Pleasing People the World Over"



The tagline makes a sweeping generalization that the business or brand can satisfy customers from all over the world. Any business or brand is unlikely to be able to satisfy everyone, everywhere. It also reflects Bandwagon Fallacy in which the tagline emphasizes that since customers from all over the world are happy with the business or brand, you should follow suit and be happy as well. This is a bandwagon fallacy, which holds that something must be true if many people hold it to be so.

Further appeal to emotion can also be drawn in the above slogan as in order to emotionally appeal to potential clients, the slogan uses words like "pleasing" and "world over" that are supposed to create good emotions. This is a clear reflection of an appeal to emotion fallacy, which tries to persuade people by playing on their emotions rather than using reasoned justifications or solid proof. According to the tagline, we may find false cause logical fallacy as it is reflected that the business or brand is in charge of making everyone happy. Yet, there could be other elements that affect consumer happiness outside those related to the business or brand, such as cultural or individual preferences. This is a false cause fallacy, which assumes without sufficient proof that one thing caused another.

"The power of dream"



The slogan "the power of dream" by Honda does not contain any logical fallacy in and of itself. It is a statement that Honda uses to convey their brand philosophy and inspire their customers to pursue their dreams. We might, however, fall victim to the error of equivocation if we attempted to enlarge the slogan's meaning in order to support our position. This fallacy happens when a word is employed in an argument in several different contexts. To equate the terms "power" and "dream," for instance, would be to say that Honda cars are so powerful that they can assist you in realizing your dreams, which would be an equivocation of the term "power".

The error of false analogy is yet another fallacy which can be drawn from the slogan. When two objects are compared in an argument but are not sufficiently similar to warrant the conclusion, this happens. For instance, we could contend that "the power of dream" refers to the similarity between Honda vehicles and dreams in that both are strong and capable of taking you places you never imagined imaginable. This comparison might be viewed as illogical and stretching the truth. The slogan "the power of dream" by Honda does not contain any logical fallacy on its own, but it could potentially be used in a fallacious argument through the use of equivocation or false analogy.

"There's a smile in every Hershey bar"



The logical fallacy of premature generalization can be used to examine the catchphrase "There's a smile in every Hershey bar". This fallacy happens when a broad judgement is reached based on scant or insufficient data. In this instance, the slogan makes the untrue claim that every Hershey bar carries a smile. Although Hershey bars are frequently linked to happy feelings and may make certain people smile, it is not true to say that every Hershey bar will do so.

Furthermore, the tagline indicates that the only thing that makes people happy is Hershey bars, which is also untrue. Spending time with loved ones, reaching personal objectives, and trying new things are just a few of the many additional activities that can make someone happy and joyful. Hence, by making a broad and erroneous claim based on scant information, the tagline "There's a smile in every Hershey bar" commits the logical error of premature generalization.

"A diamond is forever"



One of De Beers' most well-known advertising slogan is "A diamond is forever." De Beers is a diamond mining and trading firm. This slogan can be examined in the following ways from the standpoint of logical fallacies: a) The slogan implies that the worth and toughness of a diamond are comparable to those of a lifetime commitment, like marriage. A long-term commitment involves human emotions and relationships, whereas a diamond is an inanimate substance, hence this comparison is untrue, b) The claim that a diamond is an everlasting symbol of love and commitment plays on the audience's emotions in the phrase. This emotional appeal could cause the audience to lose focus on the diamond's true worth and price, c) According to the slogan, a diamond is valued because it is eternal, and it is precious because it is eternal. This is circular reasoning and does nothing to prove the value of a diamond, d) The statement could be literally interpreted as a criticism of other types of commitment and love, such as gold or other gems.

The slogan is implying that other symbols are inferior or not as good because it implies the eternity of a diamond. In total, the "A diamond is forever" slogan employs an abundance of emotional appeal and false comparisons and lacks a rational argument to make regarding the actual value of a diamond.

"Between love and madness lies obsession"



The phrase "Between love and madness lies obsession" is a quote of an American poet and writer Tennessee Williams. In logic fallacies, this phrase can be examined as follows: a) The slogan constructs a false dichotomy in suggesting that there are just two options: love or madness, and that the only thing they have in common is obsession. That cuts down the number

of potential means of being and knowing things by excluding the nature of human feeling and relationships, b) The slogan commits the slippery slope fallacy, the argument that love, obsession, and lunacy are the same. The fallacy assumes without proof that a small motion in one direction will inevitably cause a greater step in the same direction, c) The slogan is ambiguous and amenable to multiple interpretations. The line can be seen as subjective and amenable to personal interpretation since it is unclear what the relationship is between obsession, love, and lunacy, d) The slogan is committing the fallacy of false cause by making the false cause assumption that infatuation causes craziness or obsession can lead to madness through love. Assuming there exists a cause-and-effect relationship between the three, this assumption lays no evidence nor logical thinking to support the claim.

The assertion "Between love and madness lies obsession" is riddled with logical fallacies like false dichotomy, slippery slope, ambiguity, and false causation. It's a great and intriguing remark, but no logical inference or fact-based observation may be made of it.

"We move the world"



The slogan is "We move the world" and does not necessarily contain any fallacies. It could be an example of a rhetorical device named hyperbole. Hyperbole is a habit of overstating something to make a point, in this case suggesting that the organization being represented by that slogan has incredible influence in the world. While it gives the impression that the organization can shift the whole world, which is not necessarily always the case, it can be said that the sentence is making the fallacy of hasty generalization. Since it is suggesting that the organization will move the world by itself without considering other determiners that govern the movement of the world, the slogan can also be argued as making the fallacy of false cause.

While there may be room for exaggeration, the slogan "We move the world" does not necessarily include any glaringly apparent logical fallacies. Before swallowing such assertions on their own terms, it is important to carefully analyze them and the accompanying documentation.

"The happiest place on earth"



The phrase "The happiest place on earth" is a fallacy in argumentation known as a "false dichotomy" or "false dilemma." Because there are possibly other choices that are not being considered, this fallacy offers us two choices as the only choices. The slogan here implies there are only two options: Disneyland is the happiest place in the world, or it is not. It is a false dichotomy because it excludes the possibility that maybe there could be other places as happy, or even happier, than Disneyland.

The slogan could also be thought of as a case of the fallacy of the circular argument or "begging the question." The claim that the happiest place on earth is Disneyland is taken for granted in the slogan without evidence or supporting facts. The claim is stated down with no argument or reason given, as if it were something factual. Therefore, while the statement may be a great marketing strategy, one should be cautious of the logical fallacies that it employs. One should constantly critically evaluate statements and never accept them as is.

"It keeps going, and going, and going"



An example of the "It keeps going, and going, and going" slogan is the one adopted by the Duracell battery maker. In terms of fallacy of logic, the slogan can be analyzed as an instance of the fallacy of hasty generalization. When a conclusion is drawn on the basis of a short sample or inadequate amount of evidence, this fallacy of hasty generalization results. In the line of the Duracell slogan, where one claims that the battery "stays going" because it lasts for a longer period, this conclusion is not always true in all situations or for every battery.

The term "keeps going" can be interpreted in more than one way, and the slogan thus can be a potential fallacy of equivocation. For example, the slogan can imply that the battery will last for an extended period, or it can imply that the battery continues to go even under unfavorable conditions. Therefore, although the Duracell motto could perhaps be an effective publicity campaign, one needs to be skeptical of conclusions and assertions, particularly if underpinned by advertisement and marketing strategy.

"Quality in everything we do"



The slogan "Quality in everything we do" does not have a clear premise and conclusion which are open to criticisms of logical fallacies, therefore it is not an argument sounding. But supposing we do assume that the slogan is to be interpreted as an argument, we may explore some possible fallacies that would be involved: a) As is the case with the motto, there are only two options: all is well, or all is not well. This false dilemma argues that there are no distinctions between the qualities of various goods and oversimplifies the situation, b) According to the slogan, quality is always a good thing and is desired in every circumstance. Because it presupposes the conclusion (that quality is always excellent) without offering any support or argument, this is begging the question, c) The tagline implies that the company only produces high-quality work. This is a hasty generalization since it presumes, sometimes incorrectly, that the caliber of one thing (like a product) relates to everything the firm does (like customer service, marketing, etc.).

"Today's delivery problems solved tomorrow"



The slogan "Today's delivery problems solved tomorrow" contains a logical fallacy known as "false promise" or "unwarranted extrapolation." This fallacy assumes that a solution to a problem will definitely be found in the future without providing any evidence or rationale to

support the claim. In this instance, the tagline makes the implication that delivery issues will be resolved in the future without providing any specific plans, strategies, or supporting data. To convey a sense of urgency or to persuade consumers to purchase a good or service, this kind of argumentation is frequently utilized in advertising.

The truth is that there is no assurance that delivery concerns will be resolved tomorrow or even in the future, particularly if they are intricate and varied. The slogan contains an erroneous presumption that is not always true as well as no supporting data. Therefore, the slogan "Today's delivery problems solved tomorrow" is an example of the logical fallacy of false promise or unwarranted extrapolation.

Discussion and conclusion

This research article set out to find and evaluate logical errors in the catchphrases of both domestic and foreign businesses. Arguments that contain logical fallacies are erroneous or unsound because they are errors in reasoning. Slogans are used in advertising to convince customers to purchase a specific good or service, and they frequently make use of logical fallacies to enhance the message.

Adidas' "Impossible is nothing" is one of the catchphrases examined in this research article and serves as an illustration of the equivocation fallacy, which refers to the ambiguous use of a word or phrase having various meanings. In this context, the word "nothing" is employed to imply that "anything is conceivable," whereas in fact it simply means "not anything." As a result, the slogan is illogical.

Disney's "The Happiest Place on Earth" is a prime illustration of the emotional appeal fallacy. This fallacy includes playing on people's emotions to get them to believe a proposition. Disney is attempting to incite joy and link that feeling to their brand in this situation. Disney may be able to make you happy, but the statement that it is the "happiest location on earth" is purely speculative and cannot be supported.

The slogan, "Pleasure is the way to joy," is an illustration of the false causation fallacy. This mistake happens when a causal connection between two events is established without any supporting data. There is no proof to back up Pepsi's assertion that joy follows pleasure in this

instance. The Hilton essay "Pleasing People the World Over" is a prime illustration of the fallacy of broad generalization. Making a sweeping claim based on few evidence is this fallacy. Hilton may have made some people happy around the world, but making the claim that they have made "people the world over" happy without offering enough proof is false.

The claim made by Hershey's that "There's a smile in every Hershey bar" is an illustration of the error of premature generalization. This error entails making a sweeping assertion based on scant information. Hershey's claims that every Hershey bar contains a smile, however this is unlikely to be true for every person who consumes one. De Beers' claim that "A diamond is forever" illustrates the futility of appealing to tradition. This fallacy involves supporting a claim with tradition. In this situation, De Beers argues that diamonds are valued because they have long been a staple of engagement rings. Nonetheless, a diamond's worth is arbitrary and not just determined by custom. Calvin Klein's quote, "Between love and madness lies obsession," is an illustration of the false dichotomy fallacy. Presenting two options as the only ones available when there are actually more options available constitutes this fallacy. When there are many other feelings that can exist between them, Calvin Klein is here presenting love and craziness as the only possibilities.

UPS's claim that "We move the world" illustrates the appeal to authority fallacy. This fallacy includes relying on someone in a position of authority to back up a claim. In this instance, UPS is exaggerating their true capabilities when they assert that they can move the planet. The phrase "It keeps going, and going, and going" by Energizer is an illustration of the circular reasoning fallacy. This mistake entails taking the argument's conclusion as proof of the premise. The fact that Energizer's batteries continue to function in this instance is only true because they are Energizer batteries. Mercedes-claim Benz's of "quality in all we do" is an illustration of the error of asking the issue. This error entails presuming the veracity of the premise's conclusion. Specifically, Mercedes.

In conclusion, both national and international businesses' slogans contain logical errors. Marketers may employ bandwagon appeals, false dichotomies, hasty generalizations, emotive appeals, appeals to authority, or appeals to emotion to sell their goods and services. Although these marketing strategies may be successful, they can be deceptive and give no real

information about the good or service being advertised. Prior to making purchases, consumers should be aware of these logical fallacies and critically assess advertising claims.

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