APPEAL TO AUTHORITY: (ipse dixit also called ad verecundiam sometimes) attempts to justify an argument by citing a highly admired or well-known (but not necessarily qualified) figure who supports the conclusion being offered.

example:1) If it's good enough for (insert celebrity's name here), it's good enough for me.

2) Laws against marijuana are plain silly. Why, Thomas Jefferson is known to have raised hemp on his own plantation.

3) if Juanid Jamshaid hold lays its means that lays are Halal

15. APPEAL TO TRADITION: (don't rock the boat or ad verecundiam) based on the principle of "letting sleeping dogs lie". We should continue to do things as they have been done in the past. We shouldn't challenge time-honored customs or traditions.

example: Of course we have to play "pomp and circumstance" at graduation, because that's always been the song that is played.

example: Why do I make wine this way? Because my father made wine this way, and his father made wine this way.

7. FALSE DILEMMA: (a form of bifurcation) implies that one of two outcomes is inevitable, and both have negative consequences.

example: Either you buy a large car and watch it guzzle away your paycheck, or you buy a small car and take a greater risk of being injured or killed in the event of an accident.

example: You can put your money in a savings account, in which case the IRS will tax you on the interest, and inflation will erode the value of your money, or you can avoid maintaining a savings account in which case you will have nothing to fall back on in a financial emergency.

5. APPEAL TO IGNORANCE: (argumentum ad ignorantiam) attempts to use an opponent's inability to disprove a conclusion as proof of the validity of the conclusion, i.e. "You can't prove I'm wrong, so I must be right."

example: We can safely conclude that there is intelligent life elsewhere in the galaxy, because thus far no one has been able to prove that there is not.

example: The new form of experimental chemotherapy must be working; not a single patient has returned to complain.

Appeal to Ad hominem:

An ad hominem (Latin for "to the man"), short for argumentum ad hominem, is an argument made personally against an opponent instead of against their argument. Ad hominem reasoning is normally described as an informal fallacy, more precisely an irrelevance.

For example:

1) Pepsi is the product of Jews so Muslims should not use that.
2) Q mobile is the Qadiyani's mobile company and in this messages the name of Prophet Muhammad should not written then Muslims should not use Q Mobiles.

Appeal to Fear:

An appeal to fear (also called argumentum ad metum or argumentum in terrorem) is a fallacy in which a person attempts to create support for an idea by using deception and propaganda in attempts to increase fear and prejudice toward a competitor. The appeal to fear is common in marketing and politics.

For example:

1) Afghan government Said, if we stopped govern then Taliban will take over.
2) Tetra pack advertise show us that if we used open milk which was not saved in the tetra pack packaging then we were suffering in various diseases but in other way we use tetra pack milk we would save from this diseases.

Appeal to pity:

An appeal to pity (also called argumentum ad misericordiam or the Galileo argument) is a fallacy in which someone tries to win support for an argument or idea by exploiting his or her opponent's feelings of pity or guilt. It is a specific kind of appeal to emotion.

For example:

1) You must have graded my exam incorrectly. I studied very hard for weeks specifically because I knew my career depended on getting a good grade. If you give me a failing grade I'm ruined!"
2) "Ladies and gentlemen of the jury, look at this miserable man, in a wheelchair, unable to use his legs. Could such a man really be guilty of embezzlement?"

Guilt by association:

Guilt by Association is a fallacy in which a person rejects a claim simply because it is pointed out that people she dislikes accept the claim. This sort of "reasoning" has the following form:

It is pointed out that people person A does not like accept claim P.

Therefore P is false