

## Cheatsheet for Communicating: OREO Chart

**Opinion**    *In my opinion...*

O

**Reason**    *The reason that X is Y is because...*

R

**Evidence**    *The evidence for this is...*  
*For example...*

E

**Opinion**    *To conclude, in my opinion...*

O

# Cheatsheet for Communicating: Logical Fallacies and Propaganda Techniques

<b>Ad Hominem</b>  attacking the person	<b>Appeal to Emotion</b>  instead of using logic	<b>Beautiful People</b>  don't you want to be like them?	<b>The Big Lie</b>  just keep saying it, over and over	<b>Black and White</b>  no shades of gray
<b>Cherry Picking</b>  choose only supporting facts	<b>Correlation/ Causation</b>  same thing, right?	<b>De-Humanizing</b>  the enemy isn't human like us	<b>Double-speak</b>  euphemisms are nicer than truth	<b>Exaggerate/ Minimize</b>  whichever helps your point
<b>False Equivalence</b>  apples = oranges, same thing	<b>Flag Waving</b>  true patriots agree with me	<b>FUD</b>  fear, uncertainty and doubt	<b>Gaslighting</b>  I don't know what you're talking about	<b>Gish Gallop</b>  talk nonstop till they give up
<b>Glittering Generalities</b>  honor! tradition! freedom!	<b>Non Sequiter</b>  now, for something completely unrelated	<b>Out of Context</b>  just ignore what they really meant by that	<b>Over-simplify</b>  who needs nuance or complexity?	<b>Scape-goating</b>  it's all their fault!
<b>Shooting the Messenger</b>  blame the one talking about it	<b>Straw Man</b>  my opponent's logic is terrible, see?	<b>Thought-Terminating Cliche</b>  it's on a poster, so it must be true	<b>Transfer/ Association</b>  they laughed at Galileo too!	<b>Whatabout-ism</b>  but what about...?!

Learn how to use this from the book:  
**CRITICAL THINKING: Teach your kid**  
how to be smart, make good decisions,  
and get things done, by C. H. Dadmun



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