

# Argument by Personal Charm

*(also known as: sex appeal [form of], flamboyance, eloquence)*

**Description:** When an argument is made stronger by the personal characteristics of the person making the argument, often referred to as “charm”.

## Logical Form:

*Person 1 says that Y is true.*

*Person 1 is very charming.*

*Therefore, Y is true.*

## Example #1:

*Hi there, ladies (wink - teeth sparkle). I just want to say that all of you have the right to do what you will with your bodies, including the right to abortion.*

**Explanation:** The charm of the arguer is irrelevant to the issue of abortion.

## Example #2:

*Let me start by thanking the wonderful people of this town to host this great event. I would be honored to call you all my friends. As friends, I want to tell you that streaking should be legalized.*

**Explanation:** Buttering up the audience is actually a technique that is suggested—because it is effective. If you know your argument is weak, and compensate by laying on the charm, you are **guilty of this fallacious tactic**. If you are letting the charm affect your decision, you are also committing the fallacy.

**Exception:** If the argument being made is directly related to the charm of the arguer, as in arguing that he or she would be the better host for a new show where charm does matter, then no fallacy has been committed.

**Tip:** If you are a natural charmer don't be afraid to use it—just not at the expense of valid claims and strong evidence.

## References:

This a logical fallacy frequently used on the Internet. No academic sources could be found.