



REVISTA INCLUSIONES

HOMENAJE A MARÍA JOSÉ AGUILAR IDÁÑEZ

Revista de Humanidades y Ciencias Sociales

Volumen 8 . Número 1

Enero / Marzo

2021

ISSN 0719-4706

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**CLASSIFICATION OF VIOLATIONS OF THE FIRST BASIC LOGIC PRINCIPLE:
JUDICIAL, MANIPULATIVE AND COMIC EFFECTS**

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Fecha de Recepción: 13 de noviembre de 2020 – **Fecha Revisión:** 19 de noviembre de 2020

Fecha de Aceptación: 17 de diciembre de 2020 – **Fecha de Publicación:** 01 de enero de 2021

Abstract

The article analyzes common logical mistakes associated with violation of the fundamental law of logic - the principle of identity. These mistakes are associated with the peculiarities of concepts and judgments, with the rules of the logical operation of definition, with the mistakes of proof: a *strawman fallacy* (in Latin: *ignoratio elenchi*), and with the removal of a phrase from the context. Mistakes associated with violation of the principle of identity, lead to violations of the construction and understanding of the text, reduce the culture of speech. They are also used to manipulate the consciousness of people or to create a comic effect. The purpose of the work is to consider possible violations of the principle of identity, to build a classification of the identified mistakes, to study their causes and consequences. Violations of the first fundamental law of logic can be caused by various reasons, such as the replacement of one concept by another, the equalization of concepts with different meanings, changing the content of the original concept, changing the meaning of a phrase, the substitution of a thesis, etc. Four types of violations of the first basic principle of logic have been identified: 1) properties of concepts, 2) features of the text, 3) properties of thinking, 4) psychological personal reasons.

Keywords

Principle of identity – Violation of the fundamental principle of logic – Logical fallacy – Comic effect

Para Citar este Artículo:

Nevelska-Hordieieva, Olena; Panova, Maryna; Voitenko, Dmitry y Melikhova, Yuliia. Classification of violations of the first basic logic principle: Judicial, manipulative and comic effects. Revista Inclusiones Vol: 8 num 1 (2021): 276-291.

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Introduction

Logic knows four basic principles that are objective and universal. They underlie the functioning of thinking, as a result of which they received the name 'unshakable foundations'.¹ Violation of these principles leads to both logical and semantic mistake, to distortion of understanding of the text, to confusion and contradictions. Since the principles of logic are objective, their violation in a number of cases acquires a comic effect.²

The purpose of the work is to analyze the typical and most common violations of the principle of identity, offer a classification of the violations, study logical fallacies and possible consequences.

The father of logic, Aristotle, formulated the principle of identity in his work *Metaphysics*: "To have more than one meaning means not to have meaning at all; if words have no meanings, then all possibility of communication with each other, and even with oneself, is lost; because it is impossible to think of anything if one does not think one thing at a time."³ Aristotle focuses on possible mistakes: first, he warns against the multiplicity of meanings of a word or a phrase, secondly, he talks about risk of losing the meaning because of plurality of meanings.

In modern logic, the principle of identity is formulated as follows: a thought or concept remains unchanged throughout the entire reasoning. The formula is written as $(\forall x) (x = x)$, in which \forall means "for every", and means that a thing is identical to itself.

Despite the fact that the formulation of this principle seems quite trivial, however, in practice this principle is often violated (in texts, discourses, advertisings, etc.).

Methods and Techniques

Violation of the first basic principle of logic are analyzed, the causes and essence of violations of the principle of identity are revealed. Logical, structural, comparative methods, methods of classification, analysis, synthesis, abstraction, and generalization are used.

Theoretical Background

1. A logical mistake associated with a violation of the principle of identity, which was pointed out by Democritus: one word can express several concepts⁴. Here are some examples of anecdotes from the Internet that exploit this fallacy:

A nun is undressing for a bath and while she's standing naked, there's a knock at the door. The nun calls, "Who is it?" A voice answers, "A blind salesman." The nun decides to get a thrill by having the blind man in the room while she's naked

¹ N. L. Geisler y P. Bocchino, *Unshakable Foundations: Contemporary Answers to Crucial Questions about the Christian (Faith: Paperback, 2000)*.

² E. P. Nevelskaya-Gordeeva, "Using Logical Errors to Conceal the Truth". International symposium "Path, Truth and Life". Materials of the scientific-practical conference "Truth, goodness and beauty in the postmodern picture of the world", 2014: 34-36; E. P. Nevelskaya-Gordeeva, "The Use of Sophistic Errors to Manipulate Consciousness". *Uchenye Zapiski V. I. Vernadsky Taurida National University. Series: Philosophy. Culturology. Political science. Sociology*, Vol: 27 (66) num 1-2 2014: 369-377.

³ Aristotle, "Metaphysics". *Anthology of world philosophy: in 4 vol. Vol: 1 (Moscow: Mysl', 1969)*.

⁴ A.O. Makovelsky, *History of logic (Moscow: Science, 1967)*.

Classification of violations of the first basic logic principle: Judicial, manipulative and comic effects Pág. 279

so she lets him in. The man walks in, looks straight at the nun and says, "Uhhhh, well hello there, can I sell you a blind, dearie...?"

I'm a wonderful housekeeper. Every time I get divorced, I keep the house.

You can name your salary here. — I call mine Zelda.

This recipe is certainly silly. It says to separate two eggs, but it doesn't say how far to separate them.

A woman came to ask the doctor if a woman should have children after 35. He answered: 'I would say 35 children is enough for any woman!' ⁵

Have you ever seen the rumpled 10 thousand dollars? - the wife asked her husband, opening the garage.

If you call the hotel "Development", then how funny the advertisement will sound: stop in development.

"I broke my arm in two places." "Do not visit these places again."

The Dairy Association's huge success with the campaign "Got Milk?" prompted them to expand advertising to Mexico. It was soon brought to their attention the Spanish translation read "Are you lactating?"

According to statistics, 75% of students find their love while studying at universities. But I hardly found an audience when I was studying.⁶

These examples of violation of the principle of identity are associated with the fact that a word has several meanings. In that case different concepts are denoted by the same name. This mistake is the most obvious and easy noticeable. It is used, as can be seen from the examples, both to manipulate consciousness for advertising purposes and to create a comic effect. The logical reason for this mistake is that different concepts are expressed with the same word.

2. The second mistake, which Democritus also drew attention to, occurs when one concept is conveyed in different words.⁷ Examples from the Internet: *A blonde girl tells the other one, 'You know that your husband flew to Holland with his secretary!' 'All this is gossip,' the other girl answers. 'I found out: my husband flew to Holland, and his secretary to the Netherlands!'* A conversation between two foreign students studying in Ukraine: *'I decided to go to the first capital.'* *'You were going to visit Kharkov, have you changed your mind?'* Kharkov was the first capital of Ukraine, so it means that they talk about the same city. Another joke: *'Your child has pediculosis!'* *'Nothing of the kind, my child is not sick! He just got lice in his hair.'*⁸

In the above examples the comic effect is achieved by the fact that one concept has different names, which in this example are used as separate concepts. Thus, the logical mistake underlying this violation is related to the fact that a concept can be expressed in different words, but they are considered as different concepts.

3. Replacing a non-collective concept with a collective one. Anecdote taken from the Internet:

"A plane from Africa lands at an international airport. There is a passenger on board, whose luggage contains 100 banana trees. The customs officers, having received information about this, are in anticipation of a money deception: after all, 100 palm trees are a commercial lot and they do not fit the concept of "personal use." Customs officer asks the passenger, 'Well,

⁵ Jokes.Net Professional Jokes: Salespeople Jokes. Retrieved from: <http://www.jokes.net/shortsalespeoplejokes.htm>

⁶ Anecdotes. Retrieved from: <https://shytok.net/anekdots.html>

⁷ A.O. Makovelsky, History of logic...

⁸ Anecdotes...

dear, what are you carrying?' The man silently hands out the declaration to the officer, where is written: Palm grove — 1 piece."⁹

The logical foundations of the comic effect of this example lie much deeper than simply the use of different names for the same concept, which is characteristic of the previous violation of the principle of identity. In this case, it is necessary to take into account the existence of different types of concepts depending on their volume: "collective concepts", which include adjacent (identical, similar) elements, and "non-collective" concepts that do not have such elements. "A palm" is a non-collective concept, because it has one trunk and one crown. "A palm grove" is a collective concept, because the grove consists of individual palms, similar to each other. The non-collective concept of "a palm" (in the amount of 100 pieces) – indicates that there are a lot of the separate objects – palm trees, but "a palm grove", as a collective concept, turns out to be only a single one. The comic effect is achieved by replacing a non-collective concept with a collective concept. The logical reason for this mistake lies in ignorance of the types of concepts in terms of volume, which is associated with the substitution of a non-collective concept for a collective one.

4. An example of an advertising slogan: "The Internet is Volja" (Volja is one of Ukrainian Internet providers). Superordinate and subordinate concepts are equated to each other. The scope of these concepts cannot be identical precisely because of the inequality of concepts. If you indicate: "Volja is the Internet", then a smaller concept (Volja) is subsumed under a larger one (the Internet), and in this case there will be no mistake. However, the technique of defining a superordinate concept through a subordinate concept in advertising is used deliberately, in order to focus attention on only one subordinate concept and remove other subordinate concepts (other Internet providers) from the field of vision, to divert attention from them and reduce the Internet to only one provider. So, the logical reason for this mistake is associated with a violation of formulating the definition: a superordinate concept cannot be defined by indicating a subordinate concept. The rule of the logical operation of definition assumes that a subordinate concept is determined by indicating a superordinate concept and a specific characteristic, but not vice versa. Analysis of advertising slogans shows that this violation of the principle of identity, associated with the replacement of superordinate concepts by generic ones, is widely used by advertising geniuses to manipulate the consumer's consciousness¹⁰.

5. The next substitution of concepts, no longer subordinate and superordinate, but concepts with different scopes. An advertising poster says: "*Buy a Seiko watch with a perpetual calendar.*" *This sentence is written in two lines, which occupy 25% of the poster space. The next line is in smaller letters: "Seiko's watch has a calendar for a hundred years."* There is a substitution of concepts. Within the framework of an individual human life, 100 years is a very long period, but within the framework of eternity, 100 years is a mere trifle. The creators of advertising replace "a hundred years" with the concept of "eternity", the scope of which is certainly broader. The principle of identity is violated: the scopes of concepts do not coincide.

Advertising invites to a beer bar: "*Touch Eternity*". It means that beer, as a drink, has been known for a very long time. Nevertheless, eternity and a certain finite period of time, even a very long one, do not coincide in scopes. Thus, the logical reason for this mistake

⁹ Anecdotes...

¹⁰ E. P. Nevelskaya-Gordeeva, "The Use of Sophistic..."

lies in the substitution of concepts, when a word expressing a concept is replaced by another word expressing another concept, however, these are not equivalent concepts: a concept that is larger in scope is replaced by a concept that has a smaller scope.

The famous English writer Lewis Carroll used this mistake in his fairy tale "Alice in Wonderland" to create a comic effect. The concepts of "think" and "mean", "eat" and "see", "like" and "get", "breathe" and "sleep" are played out. March Hare asks Alice a riddle and she assumes that she can guess the right answer. This situation gives the author a reason to offer a number of amusing remarks that equalize different concepts:

`Come, we shall have some fun now!' thought Alice. `I'm glad they've begun asking riddles. – I believe I can guess that,' she added aloud.
 `Do you mean that you think you can find out the answer to it?' said the March Hare.
 `Exactly so,' said Alice.
 `Then you should say what you mean,' the March Hare went on.
 `I do,' Alice hastily replied; `at least – at least I mean what I say – that's the same thing, you know.'
 `Not the same thing a bit!' said the Hatter. `You might just as well say that "I see what I eat" is the same thing as "I eat what I see"!
 `You might just as well say,' added the March Hare, `that "I like what I get" is the same thing as "I get what I like"!
 `You might just as well say,' added the Dormouse, who seemed to be talking in his sleep, `that "I breathe when I sleep" is the same thing as "I sleep when I breathe"!
 `It is the same thing with you,' said the Hatter, and here the conversation dropped...¹¹

6. Substitution of a concept through the use of a word that is similar in sound, but has a different content. We read the advertisement of the store: "You don't choose the times, you choose the time". Here, a similar sounding of concepts of different content is played out, which reveals the meaning of a logical mistake. Or an anecdote from the Internet says that "all people are good deep in their hearts. Only the depth is different for everyone."

All three of the above mistakes are repeatedly involved in the libretto of the famous operetta by Johann Strauss II "The Bat". The violation of the principle of identity is carried out specifically to create a comic effect. We will demonstrate this in just one excerpt.

Gabriel von Eisenstein: It happened quite by accident. When Emma and I got off the train, we took the shortest route to the hunting lodge.
 Rosalinde: Wait. Which Emma?
 Gabriel: And who said 'Emma'?
 Rosalinde: You.
 Gabriel: Why does this surprise you?
 Rosalinde: But I'm sorry Gabriel, I'm more than surprised by this! Who is Emma?
 Gabriel: A dog.
 Rosalinde: A dog? Where did you get it?
 Gabriel: Schultz lent it to me.
 Rosalinde: And Schultz's dog's name is Emma?
 Gabriel: Emma.

¹¹ L. Carroll, Alice in Wonderland, chapter 7. Retrieved from: <https://www.cs.cmu.edu/~rgs/alice-VII.html>

Rosalinde: What's the fantasy of naming a dog after your wife?
 Gabriel: Well, what do you want from Schultz? He is generally a dreamer!
 This is not the point. Well, here we go with the dog on the shortest path, talk...
 Rosalinde: Who? Who is talking to whom?
 Gabriel: Naturally, I am with a dog, not a dog with me. Well, here we go.
 Nature! Weather! Emma frolics like a child, I didn't even notice how we
 wandered into the territory of this damned possession. Suddenly a hazel
 grouse. Emma screamed in an inhuman voice: "Gabriel, shoot!"
 Rosalinde: Wait. How can a dog shout in an inhuman voice: "Shoot,
 Gabriel!?"
 Gabriel: What do you want it to shout in a human voice: "Shoot!" Naturally,
 inhuman, she screamed: "Woof-woof-woof!" It has a tail in line, its chest - like
 this, legs - like this! Blush on the face.
 Rosalinde: Whose face?
 Gabriel: Mine, naturally".¹²

If in fiction literature the violating the principle of identity is used to create a comic effect, then for jurisprudence the goal is a court decision. In legal practice, violation of this principle can lead to serious, and possibly tragic consequences. For example, the well-known case of V. D. Spasovich who was Kroneberg's defender. F.M. Dostoevsky wrote about this in his diary: "Let me remind you of the matter: the father whipped a child, a seven-year-old daughter, too cruelly; on charges – had treated her cruelly before. One woman could not stand the screams of the tortured girl, who for a quarter of an hour (on charges) shouted under the canes: "Dad! Dad!" The canes, according to one expert, turned out to be not canes, but iron rods, that is impossible for a seven-year-old child. However, they were in the courtroom as material evidence, and everyone could see them...".¹³ A lawyer V. D. Spasovich replaces the term "iron rods" with "canes", "cruel torture of a child" with "raising a child", does not use the term "a seven-year-old child", but the term "a spoiled and vicious child." All this leads to a substitution of the thesis: the accused is not a cruel person, but a wise educator of a vicious daughter. This tactic of the lawyer led to the acquittal of the defendant. The logical reason for this mistake is associated with a euphemism: the replacement of one concept with another – softer, more "pleasant to hear." Another example found on the Internet: "No, I will not take a pirated copy." "This is not a pirated copy, but simply an alternatively licensed one." "Okay then, I buy it." Or: "You got drunk again?" "No, I did not drink, I healed my spiritual wounds."

8. The use of one term in a broad and narrow sense. For popular science literature or journalism such divisions into broad and narrow meanings are common.

In modern linguistics, there are many definitions and theories of discourse (from lat. *discursus* – running back and forth; movement, circulation; conversation). Discourse in the broad sense of this concept is a form of effective existence of social consciousness in all spheres of human life, including socio-cultural, political, economic and others, and therefore it is an interdisciplinary concept and its definition and study takes place at the intersection of various sciences: philosophy, psychology, sociology, ethnology, literary criticism, linguistics, etc.¹⁴ In a narrow sense, discourse is a synonym for speech or text, and in this

¹² The Bat: movie. Retrieved from: <http://cinematext.ru/movie/letuchaja-mysh-1978/>

¹³ F. M. Dostoevsky, *Writer's Diary*. Monthly edition. 1876, February. Retrieved from: <http://www.magister.msk.ru/library/dostoevs/dostdn03.htm>

¹⁴ M. V. Larionova, *Spanish Newspaper and Journalistic Discourse: The Art of Information or the Skill of Manipulation* (Moscow: MGIMO, 2015); L. Harmash, N. Khalanska, O. Nevelska-Hordieieva,

sense the term "discourse" is introduced by the Belgian scientist E. Buyessens in 1943 in his work *Langue et discours (Language and Discourse)*.¹⁵ At the same time, the theory of journalism considers discourse in a narrow sense as a separate communicative event.

The Swiss journalist Jean Villein proposed to consider Herodotus' texts as a type of journalistic genre – reportage, arguing that Herodotus is not only the father of history, but also the father of reportage.¹⁶ Villein uses the term “reportage” in a broad sense, while the narrow definition of this term is notes, essays or reports.

9. Using inappropriate context. The use of foreign terms that are incomprehensible to the public, in an inappropriate context, leads to an incorrect assessment of the entire text by the audience. A famous example of verbal manipulation: In the next US election, in a polemic against Florida Senator Claude Pepper, his opponent George Smathers said that Pepper could not be elected because he is ‘a shameless extrovert’ who had once practiced ‘celibacy’ and whose sister was a ‘thespian.’¹⁷ The voters were indignant, and Papper was not elected to the Senate.

Three unfamiliar terms were used in the speaker's speech and presented to the speaker in a negative context. However, the foreign terms used by the speaker are either positive, or indifferent for evaluating someone as a ‘good or bad person.’ *Extrovert* is a sociable person, *thespian* is a fan of dramatic art, a theater-goer and *celibacy* means bachelorhood.

10. Uncertainty of the concept meaning. In the conclusions of a forensic medical examination, the time of death is often decisive for solving a crime. Forensic scientists use the term room temperature. At first glance, no questions are posed to this concept – its meaning is quite obvious. However, E.A. Panova drew attention to the fact that in the specialized literature in the field of forensic medicine the concept of "room temperature" does not have a specific meaning and is rather vague.¹⁸ Some scientists refer to the temperature as 18 Celsius as "room temperature"; other ones, focusing on the "average room" temperature, indicate from 15 to 18 Celsius; the third group of scholars believe that it should be considered as between 17 and 18 Celsius; still others prefer not to specify room temperature at all. Thus, it turns out that different scientists put different meanings into the same concept, i.e. the principle of identity is violated, which sometimes leads to expert and investigative mistakes. The logical reason for the mistake is the lack of a clear definition of the term "room temperature". Consequently, in practice, it is inappropriate to use the concept of "room temperature", since there is no exact generally accepted definition of it, and only numerical values are given, moreover, the July room temperature may differ from the December one.

L. Sidak, Z. Yuryeva, “A. Losev and Russian Symbolists” *Amazonia Investiga*, num 8(24) 2019: 493-499.

¹⁵ E. Buyessens, *Les langages et le discours*. Bruxelles: Office de Publicite, 1943. Retrieved from: <http://www.studfiles.ru/preview//1863762> on 04.09.2016.

¹⁶ J. Villeine, “Essays on Reportage. His Father was Herodotus”. *Journalist*. num 3 1970: 33-56.

¹⁷ B. Taylor-Blake, “Dirty Politics: Smathers, Pepper, and Quasi Malediction in American Political Folklore.” *Spoklore*, September 20, (2009). Retrieved from: <https://btaylorblake.com/2009/09/20/dirty-politics-smathers-pepper-and-quasi-malediction-in-american-political-folklore/>

¹⁸ E. A. Panova, “Violation of the principle of identity in determining the time of death by cadaveric cooling.” *Logic and Law: Materials of the II International Scientific and Practical Conference of Students and Young Witnesses*, December 11, 2009.

11. Ambiguity. A case from modern law practice: a spouse gets divorced. The husband claims to have half of the car, because the car appeared while they were married. The wife claims that the car was presented to her personally by her uncle, but the uncle died and there are no documents confirming her words. The court decides in favor of the husband: the property should be divided between two of them, because it was purchased while they lived together. The wife believes that the decision is unfair, but since it must be carried out, she says that she will cut the car in half with a welding machine. Formally, the court's decision will be executed, but in reality the subject of the dispute will lose its value. Here we talk about the ambiguity of the phrase "share property": you can do this by selling it and dividing the amount of money among the owners, or by dividing it formally, as a result of which the property will lose its value. We call this mistake "phrase ambiguity."

Here are some more examples of ambiguity.

"Lyudmila hid a letter from her husband in her pocket". Did she get a letter from her husband and put it in her pocket or she hid the letter so her husband would not see it?

An anecdote from the Internet: "The housing office said that my dogs chased people on motorcycles, but my dogs do not have motorcycles."

"Wealth is within you. Only the kidneys are worth a lot!"

"I told my husband that I bought new boots: leather, brown and with buckles. He had no idea that these are three different pairs."

The logical reason for this mistake is associated with the polysemy of the words¹⁹ used in the phrase so that it is not clear from the text which of the possible meanings is involved in this case.

12. Stereotypes.

"Girls should wear pink, boys should wear blue."

"Men do not cry".

"Expensive means high quality."

"If someone is fat, it means that he or she is kind."

All these statements are often considered as axioms that do not require proof, however, these judgments are just stereotypes. The use of common stereotypes can also be seen as a violation of the principle of identity.

The stereotype is a word of ancient Greek origin (*στερεός* – solid, spatial and *τύπος* – imprint). Fermin Didot, who lived in France in the 18th century, used the term "stereotype" in printing. In 1922 Walter Lippmann introduced the concept of "social stereotype". According to Lippmann, stereotypes are ordered, determined by culture, schematic "pictures of the world" in human's mind. A distinctive feature of the stereotype is that it begins to affect a person before his consciousness turns on. The stereotype is not easy to break or overcome.

Stereotypes may be individual and be formed as a result of person's experience, or they may be social and express the ideas of society or a fairly large group of people.

¹⁹ L. Harmash; N. Khalanska; S. Melnyk; O. Nevelska-Hordieieva y I. Razumenko, "Semantic and Pragmatic Presuppositions in Postmodern Text." *Journal of History Culture and Art Research*, num 9(3) (2020): 168-177.

Autostereotypes reflect people's ideas about themselves, and heterostereotypes reflect ideas about another people, another social group. There are gender stereotypes associated with the distribution of behavioral roles between men and women and ethnic stereotypes. For instance, everyone has heard about the stereotype of the Englishman as a prim person, constantly drinking tea and always having a checkered blanket with him, and the stereotype of a Frenchman constantly drinking wine, has croissants for breakfast, and he is too wasteful. Germans look punctual, thrifty, unthinking life without beer, sausages and perfect order in everything. Italians seem to be expressive, constantly gesticulating people.

Gender stereotypes prescribe specific social roles for men and women. Many men are still sincerely convinced that women drive a car imperfectly, do not have logical thinking, but only the notorious specific "female logic", they are poorly versed in technology, politics and sports, and the main purpose of a woman is to create home comfort and raise children, despite on a huge number of real, contradicting such ideas, facts that can no longer be called an exception due to their massiveness. So, all stereotypes can either correspond to reality or differ significantly.

13. Taking a phrase out of context.

Philosophical journalists quote a phrase from Goethe's *Faust*: "All theory is gray, my friend. But forever green is the tree of life."²⁰ Taken outside the work, it is used to emphasize that a complex scientific theory explores a vibrant attractive life. However, it is worth reading the entire dialogue between a student and Mephistopheles, which depicts Faust in front of a puzzled youth. Mephistopheles says this phrase, as a result of the whole conversation – what specialization should a student choose for further education. Conclusion: throw away dry science, dear student, and hurry to the tavern, where wine, women and other bright joys of life.

"To love the ages must submit" is a quote from Pushkin's *Eugene Onegin*, which is often used to justify the love passion of middle-aged people. However, if you read the entire stanza, it is easy to extract the exact opposite meaning:

To love the ages must submit;
 Yet virgin hearts, despite its pain,
 Its violent storms, are blessed by it,
 As the fields by springtime rain:
 Passion's tempests will renew,
 Bring fresh beauty to the view –
 A vital force flows from the root,
 Bringing flowers, and ripening fruit.
 But in the late and barren season,
 At the turning of the years,
 Passion's death-march brings tears:
 Autumn's gales reveal time's treason,
 Turning meadowland to marsh,
 Stripping forests, fierce and harsh.²¹

²⁰ J. W. von Goethe, *Faust*. Translated by A. S. Kline. Retrieved from: <https://www.poetryintranslation.com/PITBR/German/Fausthome.php>

²¹ A. Pushkin, *Eugene Onegin*. Translated by A. S. Kline. 2009. Retrieved from: <http://www.pushkins-poems.com/Yev001.htm>

14. Replacement of a phrase that is identical in meaning, but formulated in a scientific language. Deacon Andrey Kuraev gives an example: "An Orthodox missionary speaks to a university audience. And he comes to the moment when he must mention the demon. Since this is not the first time this missionary communicates with an educated public, he perfectly understands what the audience will react to". The public prefers the concepts: "cosmic energy", "bio-energy-information field", etc. And if you use the word "demon", then the audience will perceive it as a myth and say: "We thought you were an intelligent person! And you are actually an ordinary obscurantist, a reactionary!" Anticipating this, the missionary decides to express his thought in the jargon of an intelligent audience. And he says: "At this moment, the world transcendental noumenal-cosmic totalitarian personalized evil turns to man". Then the demon leans out from under the pulpit and says: "What, what did you call me?"²²

An example taken from the Internet: "Do you know how the proverb "Laughter for no reason is a sign of foolishness" sounds in scientific language? "Indeterminate, convulsive contraction of the diaphragm with short exhalations through the mouth is an integral attribute of a person with inadequate perception of the surrounding reality."²³ A definition of laziness can sound like this: "Laziness is a psychosomatic sign that the mechanism of intuitive recognition of the meaninglessness of the task being performed is working properly."²⁴

15. A title of an article does not correspond to main content. For example: "The railway gave the passengers hell in the middle of the night".²⁵ In reality, the note highlights information about the fact that due to objective reasons the train was forced to stand at night for some time, however, the passengers were asleep, no one even really understood how many hours they spent, no hell was either in the situation itself or in its description in the article.

16. Different pronunciation of terms inherent in individual cultures and subcultures. So, the surname of the founder of psychoanalysis, Sigmund Freud, was translated into Russian, and, accordingly, the Ukrainian and Belarusian languages, as 'Freid'. And today, Russian-speaking people who are not familiar with the difference in the pronunciation of this surname, having heard Freud, consider this either a mistake of the interlocutor, or believe that the conversation is about another person, not about Sigmund Freud.

17. Different criteria that are used to solve a logical problem.

The test suggests the following task: "One word from the list is unnecessary, delete it. Five words are suggested: a) London. b) Hamburg. c) Tokyo. d) Madrid. e) Tunis."²⁶

The authors of the test suggest that the student should remove Hamburg, since Hamburg is the only city on the list that is not a capital. However, the respondents are able to find other selection criteria in this task, as a result of which it is permissible to remove Madrid – since this is the only city that is not a seaport; or Tunis, since this is the only city that does not belong to Eurasia. Students find another criterion: Tokyo can be removed,

²² A. Kuraev. Not an anecdote. Retrieved from: <https://diak-kuraev.livejournal.com/1563297.html>

²³ Anekdoty...

²⁴ Anekdoty...

²⁵ "Ukrzaliznytsia arranged hell for passengers in the middle of the night:" Retrieved from: <https://politeka.net/news/incidents/846805-ukrzaliznytsja-ustroila-passazhram-ad-posredi-nochi-prostojali-pjat-chasov-i-jekonomili-buterbrody/>

²⁶ E. P. Nevelskaya-Gordeeva, "The Use of Sophistic..."

since the names of all other cities include two vowels, and "Tokyo" includes three vowels. The use of different selection criteria will lead to a distortion of the test results: one specific result is programmed in the test, but it does not take into account the whole variety of choices presented in the test task.

18. An argument that is adequate in one situation turns out to be inadequate in another situation.

When in 509 BC, in Rome, King Tarquinius was expelled and the Roman Republic was established, the most powerful of the Italic kings, the Etruscan king Lars Porsena, declared war on the Romans. He invaded Roman possessions with a large army and pressed the Romans more and more, so that Rome was almost taken by assault. In besieged Rome, a severe famine began; Rome could not resist for long. Gaius Mucius, with the permission of the Senate, went to kill the Etruscan king in order to save his homeland. He secretly entered the camp at dawn and, not knowing what the king looked like, decided that of the two nobles, the king is the one who is richer dressed; as a result of which he killed the dignitary, while the king remained unharmed. The killer was immediately seized and interrogated: who is he, where did he come from and how did he get here? There were no intelligible answers, then the king of Porsena began to threaten Mucius with torture and death. The young man put his right hand on the fire of the altar and silently, without uttering a sound, calmly looked into the king's eyes until his hand was charred as proof that he is not afraid of either torture or death. Having lost his right hand, he subsequently received the cognomen Scaevola (left-handed) from his fellow citizens for this act of bravery. Struck by such heroism, Porsena dismissed Mucius, free to return to Rome. Porsena is said to have exclaimed, "If all the Romans are so persistent, then it is impossible to defeat them." Without demanding the restoration of the power of Tarquinius, Porsena lifted the siege from Rome. The legendary Roman youth-hero sacrificed his right hand to save his homeland. Mucius' act is heroic, but at the same time, it is an example of adequate argumentation: for the murder of a nobleman and an attempt on the king's life, Mucius faced death. Having lost his hand, Mucius saved his life. And now a situation from the twentieth century: two men in love with one woman are trying to convince their love. In a fit of argument, one of them puts his right hand on the red-hot stove and says, "I will prove to you that I love her more." What is the reason of his action? Obviously, the excessive pride of the man. What is the benefit of his act for a woman he loves so much? Yes, formally the man repeated the feat of Gaius Mucius Scaevola, but there is clearly no meaning in this action.

19. Denial of facts. For example, some people believe that the story of Mucius Scovola is only a legend, thereby denying the reality of such a feat. When, under the influence of historical artifacts, it is impossible to deny the reality, they come up with other reasons supposedly explaining the inhuman staunchness of Mucius Scsevola. They refer to a disease – *syringomyelia*. This disease is extremely rare – in about five out of a hundred thousand people. One of the symptoms of the disease is the loss of pain and temperature sensitivity, first of the hands, and then of other parts of the body. Syringomyelia patients can cause serious injury to themselves through negligence, as they do not feel pain. Thus, the feat is denied. When it is impossible to deny the very fact of an event, the heroic component of the event is denied. This denial of the fact at all or of its heroic component also constitutes a violation of the first basic principle of logic.

The situation is similar in relation to the historian Herodotus. Traditionally, since ancient times, Herodotus has been assigned the title – the father of history. At the same time, Herodotus was called 'pater mendaciorum' – the father of lies, considering the ancient

Greek historian to be an irresponsible dreamer, passing fabulous inventions as truth. His works were called nothing more than a collection of historical anecdotes.²⁷ However, archaeological excavations of the 19th century confirmed the honest name of the scientist: archaeologists discovered a number of artifacts about which Herodotus wrote, and emphasized that, without a doubt, Herodotus was an honest scientist. Thus, in this case, people who were unable to believe in what Herodotus wrote, considered his works to be fiction, a collection of unverified legends and invented stories, while everything he wrote is an honest presentation of what he saw and heard.

20. The effect of a psychological set which refers to the brain's tendency to stick with the most familiar attitudes and points of view. It is known that a mental set very strongly programs people largely determining their attitude to the situation and others.²⁸ If you show a portrait of an elderly man and say that this is a prominent scientist, then a person will find on his face the features of a thinker, an intellectual, and if you present the same image as a portrait of a criminal,, then a person sees frightening features. Looking at the presented photograph and composing a psychological portrait, a person falls under the influence of a psychological set and finds positive or negative signs in the facial features that confirm this set. Thus, the psychological set can violate the principle of identity.

We have examined typical violations of the principle of identity associated with a particular logical mistake or logical incorrectness. As a result of the analysis of violations, we have developed the classification presented in the table:

Nº	Violation	Consequence	Comic effect	Judicial mistake	Essence of fallacy
1.	One word expresses several concepts (ambiguous words)	Mind manipulation for advertising purposes	Present	Possible	Properties of concept
2.	One concept is denoted by different words (has several names)	Mind manipulation	Present	Possible	Properties of concept
3.	Replacement of a concept: a non-collective concept is replaced by a collective	Mind manipulation	Present	Possible	Properties of concept
4.	Replacement of a concept: a specific concept is replaced by a generic one	Mind manipulation	Present	Possible	Properties of concept
5.	Replacement of a concept: a concept with a different scope is used for replacement	Mind manipulation	Present	Possible	Properties of concept
6.	Substitution of a concept through the use of a word that is similar in sound, but has a different content	Mind manipulation	Present	Possible	Properties of concept

²⁷ I. E. Surikov, "Herodotus and the Egyptian priests (On the Question of the "Father of History" as the "Father of Lies")." Issedon: Almanac on Ancient History and Culture, num 4, 2007: 7-25.

²⁸ D. N. Uznadze, Experimental foundations of the psychology of attitude (Tbilisi: Publishing house ACG, 1961).

7.	Euphemism	Mind manipulation	Present	Possible	Text interpretation
8.	Using a term broadly and narrowly	Mind manipulation	Possible	Not used	Specificity of text interpretation
9.	Using inappropriate context	Mind manipulation	Possible	Not used	Specificity of text interpretation
10.	Uncertain meaning of the concept	Comprehension mistakes	Absent	Possible	Properties of concept
11.	Ambiguity	Comprehension mistakes	Absent	Possible	Properties of concept
12.	Using common stereotypes	Manipulation for advertising and other purposes	Possible	Possible	Properties of thinking
13.	Taking a phrase out of context	Mind manipulation	Present	Possible	Features of text
14.	Replacing a phrase with an identical one but formulated in scientific terms	Mind manipulation	Present	Possible	Properties of concept and text
15.	A title of the article does not correspond to main content	Comprehension mistakes	Absent	Impossible	Text interpretation
16.	Different pronunciations of terms specific to cultures and subcultures	Comprehension mistakes	Present	Possible	Features of text translation
17.	Solution to a logical problem allows the use of different criteria, which leads to discrepancies in results	Inadequate results	Absent	Possible	Peculiarities of logical thinking and features of creating tests
18.	An argument that is adequate in one situation turns out to be inadequate in another one	Can be used for manipulation purposes	Possible	Impossible	Argument properties
19.	Denial of facts completely or their heroic component	Can be used for manipulation purposes	Absent	Possible	Personality traits
20.	Psychological set	Mind manipulation	Possible	Possible	Properties of psyche

Conclusions

Thus, a number of logical mistakes associated with the violation of the first basic principle of logic have been identified. Logical mistakes are associated with the peculiarities of concepts, with judgments, with rules for defining a concept, and with mistakes of proof (the loss of the thesis and the removal of the phrase from the context). These mistakes can be used to manipulate the consciousness of the advertising consumer, namely: through the replacement of one concept with another, through the identification of different concepts, through changes in the content of the original concept, through changes in the meaning of the phrase, through the substitution of the thesis. The comic effect arising from a number of

violations emphasizes the objectivity of the principle of identity. If in advertising texts violations of the principle of identity are in some cases permissible due to the specifics of the advertising product, then for journalistic work and, especially, for advocacy, such phenomena seem unacceptable.

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