Argument vs Persuasion vs Propaganda

So many terms...what do they all mean??
Learning Targets
Argumentative Reading Unit

LT 1: I can cite the textual evidence that most strongly supports what the text says explicitly.

LT 2: I can cite the textual evidence that most strongly supports inferences made from text.

LT 3: I can determine an author’s point of view or purpose in a text.

LT 4: I can analyze how the author acknowledges and responds to conflicting evidence of viewpoints.

LT 5: I can identify the argument and specific claims in a text.

LT 6: I can assess whether the reasoning is sound and evidence is relevant and sufficient.

LT 7: I can identify when irrelevant evidence is introduced.

LT 8: I can determine the purpose of information delivered in multiple formats (graphical, oral, visual, or multimodal).

LT 9: I can evaluate the motives (social, commercial, or political) behind a presentation.
Essential Vocabulary
Argumentative Reading Unit

(copy these definitions on your paper)

textual evidence--details from the text that are used to support a statement
author's point of view--the author's opinion or viewpoint (indicated by his/her word choice and connotations)
author's purpose OR motive--the specific reason an author writes a text
argument--the author's overall position or stance on an issue
claims--the reasons or main ideas used to prove the argument
counterargument--the way an author addresses the opposing position
evidence (NOT textual evidence)--the specific details an author uses to support a claim (which is used to prove the writer's argument)
irrelevant evidence--evidence that doesn't fit with the argument (off-topic or unrelated)
sound evidence--evidence that is logical and factual; makes sense
sufficient evidence--using ENOUGH evidence to clearly and strongly support an argument
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<tr>
<th>Argument</th>
<th>Persuasion</th>
<th>Propaganda</th>
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<td>• An argument focuses on proving or disproving a point for the reader</td>
<td>• Persuasion focuses on influencing/changing others’ beliefs and actions</td>
<td>• Propaganda focuses on making others accept the writer’s beliefs without thinking</td>
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<td>• Uses logical reasoning and factual evidence to prove a point; based on research; considers others’ perspectives on the issue</td>
<td>• Uses a blend of facts and opinions to make others do or believe something; might consider others’ perspectives on the issue</td>
<td>• Uses assumptions and biases to manipulate your emotions; uses little or no evidence or logic; only considers its own message</td>
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<td>• Includes a counterargument to address the opposing position</td>
<td>• Only includes a counterargument if it helps the writer change someone’s mind</td>
<td>• Ignores all counterarguments; may even lie about them</td>
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Why You Should Know the Difference

• Most college writing is ARGUMENT writing--you need to support ideas LOGICALLY with EVIDENCE.

• If you do not analyze a writer’s purpose, you may get suckered into believing something that isn’t logical.

• If you do not recognize the manipulation of propaganda, you will fall prey to advertisements and political ads--then you will make a poor purchase OR cast a poor vote.
### Analyzing Examples

- **Argument** -- “Every Cigarette Is Doing You Damage” PSA
  - What is the ARGUMENT posed in this PSA?
  - What facts are used as evidence to support this argument?
  - Does this PSA give logical evidence, sufficient evidence, or BOTH? Explain.

- **Persuasion** -- 2012 Obama campaign ad
  - What is the PURPOSE/MOTIVE of this campaign ad?
  - What facts does Obama give? What opinions?
  - Why does Obama talk about his opponent, Mitt Romney?
  - To achieve his goal, does Obama give logical evidence, sufficient evidence, BOTH, or NEITHER? Explain.

- **Propaganda** -- American WWII poster addressing the issue of dropping nuclear bombs on Japan
  - What does this poster want American citizens to believe?
  - What claim is given to make Americans believe this? Is this a logical claim? Explain.
  - Does this poster give sufficient evidence to support its claim? Explain.

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Nazi Propaganda Poster: **The caption**: “The Jew: The inciter of war, the prolonger of war.” This poster was released in late 1943 or early 1944.
IT CAN HAPPEN HERE!

SO LET'S NUKEM FIRST