

Argument, Persuasion, or Propaganda?

	Argument	Persuasion	Propaganda
Goal	Discover the “truth”	Promote an opinion on a particular position that is rooted in truth	Offer “political advertising” for a particular position that may distort the truth or include false information
General Technique	Offers good reasoning and evidence to persuade an audience to accept a “truth”	Uses personal, emotional, or moral appeal to convince an audience to adopt a particular point of view	Relies on emotions and values to persuade an audience to accept a particular position
Methods	<p>Considers other perspectives on the issue</p> <p>Offers facts that support the reasons (in other words, provides evidence)</p> <p>Predicts and evaluates the consequences of accepting the argument</p>	<p>May considers other perspectives on the issue</p> <p>Blends facts and emotion to make its case, relying often on opinion</p> <p>May predict the results of accepting the position, especially if the information will help convince the reader to adopt the opinion</p>	<p>Focuses on its own message, without considering other positions</p> <p>Relies on biases and assumptions and may distort or alter evidence to make the case</p> <p>Ignores the consequence of accepting a particular position</p>