Argument, Persuasion, or Propaganda?

| | Argument | Persuasion | Propaganda |
|----------------------------|---|--|---|
| Goal | Discover and explain 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 <u>evidence</u> to persuade an audience to accept a "truth" | Uses <u>personal, emotional, or moral appeal</u> to convince an audience to adopt a particular point of view | Relies on emotions and fears to persuade an audience to accept a particular position. May use half-truths or blatant lies |
| Specific Examples | Facts Statistics Numbers Ideas can be proven | Logos: | Bandwagon: |
| | | Pathos: | Name-Calling: |
| | | Ethos: | Fear: |
| | List three (2) facts about Mr | How does Old Major use lagger and nother | (there are others, too!) |
| Relationshi p to Animal | List three (3) <u>facts</u> about Mr. Jones. | How does Old Major use <u>logos</u> and <u>pathos</u> to persuade the animals to revolt? | Who uses <u>propaganda</u> in ch. 3 to control the animals? Why? Explain. |
| Farm | 1. | Logos: | |
| | 2. | | |
| | 3. | Pathos: | |
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