**World War II Document Analysis:** Choose four of the posters in order to complete the analysis below.

|  |
| --- |
| **Cartoon Number\_\_\_\_\_\_\_\_**  **Purpose**  **Audience**  **Author**  **Evidence, Support, Outcomes**  **Overall Impression and Conclusions** |
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# **Document Analysis for Argument, Persuasion, or Propaganda**

## **Purpose**

• What is the message that this document communicates? What is the document’s purpose?

• Why is it important for this message to be delivered to this audience at this moment in time?

• How does the document communicate its message? Think about its use of language, color, space, and symbols.

## **Audience**

• Who is the audience for this document?

• What does the message suggest about the audience’s beliefs and values?

• How accurate are these beliefs about the audience?

## **Document Author**

• Who wrote the message?

• What are the writer’s motives for creating this message? How might the writer personally benefit from the audience’s acceptance of this message?

## **Evidence, Support, and Outcomes**

• What facts and specific details does the document use? Are the facts verifiable and believable?

• What emotions does the document use to communicate its message? How is the audience likely to feel when they read this message?

• What ethical or moral values does the document use to communicate its message? What relevant values are not supported by this message?

• What will happen if the audience accepts this message?

• What would happen if everyone in the world accepted this message?

## **Overall Impression and Conclusions**

• What is the overall impression of this message? Summarize the details that you have gathered in your analysis.

• How would you categorize this poster—argument, persuasion, or propaganda? Explain your choice.

**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** | Considers other perspectives on the issue  Offers facts that support the reasons (in other words, provides evidence)  Predicts and evaluates the consequences of accepting the argument | May considers other perspectives on the issue  Blends facts and emotion to make its case, relying often on opinion  May predict the results of accepting the position, especially if the information will help convince the reader to adopt the opinion | Focuses on its own message, without considering other positions  Relies on biases and assumptions and may distort or alter evidence to make the case  Ignores the consequence of accepting a particular position |