

## Differentiating between Argument, Persuasion, and Propaganda

Rhetoric takes different forms in order to achieve a specific purpose. Learning to recognize the type of rhetoric in a text helps the reader understand both the purpose of the rhetoric and the rationale of the author's choices. There are three kinds of rhetoric: argument, persuasion, and propaganda. These forms of rhetoric differ in their goal, general technique and methods.

### Argument:

- **Goal:** make a case for a particular position
- **General Techniques:** offers precise claim with an analysis using valid reasoning and sufficient evidence
- **Methods:**
  - Considers other perspectives (counterclaims)
  - Provides valid reasoning and relevant and sufficient evidence
  - Predicts and evaluates consequences of accepting the claim

### Persuasion:

- **Goal:** convince the audience to act or feel a certain way
- **General Techniques:** use ethos, logos, and pathos strategically to convince the audience to adopt a point of view
- **Methods:**
  - May consider other perspectives on the issue
  - May utilize persuasive techniques such as celebrity endorsements, bandwagon appeals, or glittering generalities
  - Blends facts and emotions to make a case, relying on opinion
  - May predict the results of accepting the position, especially if those results are favorable

### Propaganda:

- **Goal:** offer "political advertising" for the a position that may distort the truth and include false information
- **General Techniques:** relies purely on pathos to convince the audience to accept the claim
- **Methods:**
  - Focuses solely 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 accepting a particular position