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.