

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.