Persuasion

Name

Institutional Affiliations

Persuasion

Propaganda

An example of propaganda communication is a political opinion on an online platform thread known as a hashtag. The #CrookedHillary was an example of propaganda that rival campaigner, Donald Trump used as a way of persuading voters to his side (Timberg, 2016). Accordingly, the thread included posts that suggested negative notions about the political rival and election opponent, Hillary Clinton, as criminal and unqualified for the potential role of president. Various characteristics indicate the hashtag thread to be a propaganda. First, it is a form of political advertising since it is meant to appeal to the public to emphasize a specific political sentiment (Jernigan, 2013). For instance, the name Hillary alludes to a political figure in the United States, which thus represents a particular political ideal. Defining Hillary as ‘crooked’ implies that the thread is meant to make a mostly emotional sentiment concerning the political figure.

Furthermore, the thread differs from an argumentation or a persuasion communication on several premises. First, the information does not have sufficient factual backing in the sense that it is mostly a product or a vehicle for speculation and not real findings from scientific research or other procedures for establishing truths. In argumentation, the information stems from facts and statistics that ensure that the reality of a particular issue is evident. The thread differs from persuasion in the sense that it does not seek to prove its position by offering various perspectives or factual aspects. In propaganda, the statement is void without any need to determine its status but only bases its arguments on assumptions or emotional appeal.

Argumentation

Argumentation has to do with a statement that bears an aspect of sound reasoning and synthesis of facts or statistics. An example of such communication includes a report by WHO that links childhood obesity with health problems during adulthood. The report suggested that childhood obesity relates to premature death and disability during adulthood (WHO, 2019). The report and its main arguments suggest distinct characteristics of argumentation in that it includes sound reasoning stemming from approved evidence. Furthermore, the statement consists of various proofs, including all the available and relevant perspectives on the topic. The analysis of the angles is also valid reasoning that supports the essence of the statement, which makes the argumentation an accurate account of the report. Nonetheless, argumentations tend to evaluate the outcomes of the comment and acceptance of the statement. The implication is that in argumentation, the impersonal approach restricts the information to actual knowledge without any ambiguities or emotional exaggerations.

The argumentation differs from propaganda and persuasion to a large extent. For instance, the focus on facts other than emotional sentiments makes the report deviate from the characteristic features of propaganda. Furthermore, in propaganda the statement mostly approaches a topic from a singular premise and does not seek to analyze or derive truth in an ambiguous situation. The communication in the journal also differs from the persuasion communication that thrives only on those perspectives that will contribute to the reader adopting the opinion. However, in the journal, the authors use scientific backing and evaluate factual information on the topic. The communication involves an exploration of an entire subject and an evaluation of its significance and importance.

Persuasion

Persuasion argument could be a simple statement, a speech, or a written journal that may be meant to change the opinion concerning a specific topic or emphasize a particular idea or conception. As such, persuasion communication spans the entire spectrum, including intrapersonal, interpersonal, group, and public and mass communication. One type of persuasion communication example involves journalistic documentaries. McLead (2012) provides the essential aspects of persuasion that also feature in documentaries, including an element of attention and comprehension. Documentaries seek to get the public to understand the issue and to pay attention to the matter. Additionally, persuasion communication entails aspects of acceptance and retention, which pre-empt an acknowledgment of particular sentiment or opinions (Cialdini, 2001). Such documentaries are generally interested in unveiling controversies and pressing concerns of the public and have a strong influence in shaping the views of their audiences. Fraser, (2012) explores journalistic science documentaries explaining that they are a particularly useful form of communication. Science documentaries are paving from the other types of communication in the sense that documentary attempts to gain factual proofs for ideas that are previously strange for most people.

The example of journalistic documentary differs from other types of communication, such as propaganda or argumentation. For instance, persuasion and propaganda bear a similar characteristic of having aspects of emotional and moral appeal to gain an agreeing opinion from the audience. However, the documentary differs from propaganda because documentaries seek to prove their claims through evidence (Fraser, 2012). Furthermore, in literature, the authors consider the issue from a variety of perspectives instead of relying on a one-sided claim on the subject. In argumentations, communication involves typically report of ready truths and knowledge and is mostly an analysis or report of a specific topic. In the documentary, there are aspects of emotion, and there could be a chance for bias in the opinions of the sources contrary to argumentations which rely on valid evidence.

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