

# Persuasion persuasive essay



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Printing Uncensored: An Analysis of William Hearst's Article "A Disservice to Our Democracy" Introduction Persuasion is defined as the attempt to influence beliefs, attitudes and values, (including opinions and behaviors) while allowing and individual choice. In this essay, I will analyze persuasive techniques and the strengths and weaknesses of persuasion in the article "A Disservice to Our Democracy." This review will include an analysis of the audience, claim, and message of the source. The review will also include brief suggestions of the proper use of persuasive techniques. Proofs, premises, sender/receiver channels, characteristics and credibility will be examined.

At the end of this essay a reader should capture the basic idea of the persuasive techniques used in Hearst's article and how these techniques should be used to allow the reader to make a choice to support or dismiss Hearst's argument. Analyzing the Audience Demographics Demographics are used to measure characteristics of a population. Demographics can include but are not limited to; a population's size, gender distribution, race, sexual preference, socioeconomic status, religion, political party, age, etc. In this essay, our population is going to be the target audience of the article. Hearst states in the first paragraph that his article should be relevant to all Americans. Referencing this statement, I believe the target audience would include both males and females, middle aged, educated individuals who are extremely involved in politics, political party affiliated members- democrat's especially-, members of the government/politicians, activist against pornography, etc.

The reader can observe that he is targeting the people who really care about politics due to his reference to the constitutions and amendments. System of Ethics It is important to evaluate the system of ethics in this argument. To understand the persuaders and persuadee's system of ethics is critical. Ethical...