MGT 420-Mod4 SLP-PERSUASION. Paper details Module 4 - SLP PERSUASION For this assignment, review the basic concepts of persuasion discussed in Cialdini (2001) and McLean (2012). Make sure you are clear on the distinction between argument, persuasion, and propaganda. Once you have finished reviewing the background materials, think about communication that you receive in your daily life that is intended to sway your attitudes, opinion, or behavior. This could be communication from your employer, YouTube videos, TV advertisements, spam email, and a host of other communication that you are exposed to in your daily life. After reviewing some communication examples, write a 3-page paper with a minimum of two scholarly sources (citing and referencing) addressing the following questions: Describe a communication example that you have seen that is best described as propaganda. In addition to describing the communication, explain why you think this was propaganda rather than argumentation or persuasion. Now find a communication example that you think is a good example of argumentation. Last, but definitely not least, find a communication example that is best defined as persuasion and best fits the concepts of persuasion discussed in Cialdini (2001) or McLean (2012). Explain why you think this communication best fits the definition of persuasion rather than propaganda or argumentation. SLP Assignment Expectations SLP assignments are to be prepared in Microsoft Word and should be 2 to 3 pages in length in addition to a cover page (course name and number, module number, session name, student name, and date prepared) and reference list (double-spaced, 12 pt. type, Times New Roman font) with a 2- to 3-sentence introduction, a body, and a 2- to 3-sentence conclusion. Use Trident University International’s cover page and the present the reference list page in APA format. Assignment content should include a brief introduction to the assignment, background information about the organization being studied, and discussion in terms of the concepts or theories being applied in the assignment. Use headings and subheadings to improve presentation values. Include both a References page and in-text citations. See the Student Guide to Writing a High-Quality Academic Paper, including pages 11-14 on in-text citations. Attention is to be given to citing sources of information in-text as well as in the References page to list sources at the end of the paper. Citation and reference style instructions are available at https://owl.english.purdue.edu/owl/resource/560/10/ or at APAstyle.org.