**Analyzing and Evaluating Persuasive Messages**

**Part 1: Is Facebook good for society?**

*Compare and contrast the following paragraphs. Which paragraph is more persuasive?*

Facebook is a connector

Facebook connects people who have lost their contacts long before, helps build friendships, and helps in relationships. It also helps in education as it has some educating pages, advertisements, and shows our characters to others. It helps us understand our friends, those people living abroad. It's up to us to share whatever we want to share. We can also comment about things which we wouldn't be able to say in the open.

It is good for society but has drawbacks

Facebook is a very good thing for society in a lot of ways, but it has a few drawbacks. While it tends to bring people together, it also separates people by computer screens. People prefer to socialize on Facebook a lot of the time and end up not actually being with people face to face. Social networks should make you more social, not less.

Yes, Facebook has brought countless numbers of people and groups together and helped in many ways in society

Facebook has helped long-lost friends and family find each other, has helped spread the word about different and needy organizations, has helped people to make educated decisions on many issues, and has even helped the police locate criminals. There are some inherently bad things that come along with Facebook and other social networks, but I believe most of those affect younger people, and they should be monitored by their parents anyway.

Retrieved from <http://www.debate.org/opinions/is-facebook-good-for-society>

**Part 2: Analysis of Selected Passages from Assigned Readings**

*Are the following quotes persuasive? Think about: structure, support, language, tone.*

Quote #1 – Excerpt from ‘Kids Who Use Facebook Do Worse in School’

“The bad news was delivered over the weekend at the 119th annual convention of the American Psychological Association by Larry Rosen, a professor of psychology at California State University, Dominguez Hills, who researches the psychology of technology.” (Rochman, 2011)

Quote #2 – Excerpt from ‘College: Are Cell Phones More Fun Than Class’

“Professors have and still do try to fight *it*. This *it* I refer to is the blatant, public, and brazen use of cell phones by students while an instructor or fellow classmate is teaching or speaking.” (Gurrie, 2012)

Quote #3 – Excerpt from ‘Language Barrier’

“Steve was perfectly happy to sit in my classroom, always at the back, iPod ear-buds in, cellphone on the desk in front of him, failing every assignment. Rarely did he take notes, as evidenced by his lack of pen or paper in most classes.” (Hansen, 2010)