

	<b>Education</b>	<b>Advertising</b>	<b>Propaganda</b>	<b>Indoctrination</b>	<b>Thought Reform</b>
<b>Focus of body of knowledge</b>	Many bodies of knowledge, based on scientific findings in various fields.	Body of knowledge concerns product, competitors; how to sell and influence via legal persuasion.	Body of knowledge centers on political persuasion of masses of people.	Body of knowledge is explicitly designed to inculcate organizational values.	Body of knowledge centers on changing people without their knowledge.
<b>Direction &amp; degree of exchange</b>	Two way pupil-teacher exchange encouraged.	Exchange can occur but communication generally one-sided.	Some exchange occurs but communication generally one-sided.	Limited exchange occurs, communication is one-sided.	No exchange occurs, communication is one-sided.
<b>Ability to change</b>	Change occurs as science advances; as students and other scholars offer criticisms; as students and citizens evaluate programs.	Change made by those who pay for it, based upon the success of ad programs by consumers law, and in response to consumer complaints.	Change based on changing tides in world politics and on political need to promote the group, nation or international organization.	Change made through formal channels, via written suggestions to higher-ups.	Change occurs rarely, organization remains fairly rigid; change occurs primarily to improve thought-reform effectiveness.
<b>Structure of persuasion</b>	Uses teacher-pupil structure; logical thinking encouraged.	Uses an instructional mode to persuade consumer/buyer.	Takes authoritarian stance to persuade masses.	Takes authoritarian and hierarchical stance.	Takes authoritarian and hierarchical stance; No full awareness on part of learner.
<b>Type of relationship</b>	Instruction is time-limited: consensual.	Consumer/buyer can accept or ignore communication.	Learner support and engrossment expected.	Instruction is contractual: consensual.	Group attempts to retain people forever.
<b>Deceptiveness</b>	Is not deceptive.	Can be deceptive, selecting only positive views.	Can be deceptive, often exaggerated.	Is not deceptive.	Is deceptive.
<b>Breadth of learning</b>	Focuses on learning to learn & learning about reality; broad goal is rounded knowledge for development of the individual.	Has a narrow goal of swaying opinion to promote and sell an idea, object, or program; another goal is to enhance seller & possibly buyer.	Targets large political masses to make them believe a specific view or circumstance is good.	Stresses narrow learning for a specific goal; to become something or to train for performance of duties.	Individualized target; hidden agenda (you will be changed one step at a time to become deployable to serve leaders).
<b>Tolerance</b>	Respects differences.	Puts down competition.	Wants to lessen opposition.	Aware of differences.	No respect for differences.
<b>Methods</b>	Instructional techniques.	Mild to heavy persuasion.	Overt persuasion sometimes unethical.	Disciplinary techniques.	Improper and unethical techniques.