

1  **Propaganda in Animal Farm and the Media**

2  **What is Propaganda?**

- The spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person.
- It is usually an appeal to emotion instead of intellect.
- It shares the same techniques used in advertising and public relations.
- It shapes a perception of an organization, cause, or product.

3  **What is Propaganda?**

- <http://www.youtube.com/watch?v=tEcJF0EVT54&feature=related>

4  **Freewrite**

- How does the “Three Little Pigs” video use propaganda? What ideas does it want the U.S. citizens to have? Use examples from the video.

5  **Techniques for Spreading Propaganda**

- Media
- News Reports
- Government Reports
- Movies
- Radio
- Television
- E-mails and Blogs

6  **Types of Propaganda**  
**“Name Calling”**

- Attacking the opponent personally instead of his or her ideas.
- Create an unfavorable hatred towards a person or group instead of their ideas or beliefs.
- Ex. From Animal Farm:

7  **Types of Propaganda**  
**“Common Enemy/ Scapegoat”**

- This method is used extremely often during wartime, and also in political campaigns and debates.
- This is an attempt to simplify a complex situation by presenting one specific group or person as the enemy.
- Ex. from Animal Farm;

8  **Types of Propaganda**  
**“Repetition”**

- By repeating information or ideals that the person in power wants people to believe, people are influenced and brainwashed.
- Ex. From Animal Farm:

9  **Types of Propaganda**  
**“Glittering Generalities”**

- Using vague wording or generalizations, which are often a slogan or a catchphrase.
- They appeal to the senses such as honor, love, country, peace, etc.
- They cannot be proven true or false.
- Ex. From Animal Farm:

10  **Types of Propaganda**  
**“Plain Folks”**

- This approach is used to convince the audience that the spokesperson is just like them.
- Portrayed to be someone they can trust and someone who has their best interests in mind.
- Ex. From Animal Farm:

11  **Types of Propaganda**  
**“Bandwagon”**

- Portrays ideas to get people to “follow the crowd.”

- Gives the impression of widespread acceptance and support and expresses that it is in a person's best interest to join the cause or movement.
- Ex. from Animal Farm:

12  **Types of Propaganda**  
**“Card Stacking”**

- Propagandist makes the best argument possible for his or her side and presents it against the weakest argument of his or her opponent.
- Ex. From Animal Farm:

13  **Types of Propaganda**  
**“Fear”**

- This technique is used when a propagandist warns members of the audience that disaster will result if they do not follow a particular course of action.
- Ex. from Animal Farm:

14  **Identify Types of Propaganda Used in Animal Farm**

- Old Major's speech-
- Mystery of the milk and apples for the
- The military decorations-
- The debate over the windmill-
- Squealer telling the animals about Napoleon taking over the farm-
- Squealer explaining the idea of the windmill to be Napoleons'-

15  **Identify Propaganda Used in Animal Farm**

- The sheep repeating “Four legs good, two legs bad.”-
- Blaming Snowball for everything that goes wrong on the farm.-
- Ending the song “Beasts of England.” -
- Napoleon giving himself a medal-
- Boxer being taken and killed-

16  **Examples of Propaganda**

17  **Examples of Propaganda**

18  **Examples of Propaganda  
“Name Calling”**

19  **Propaganda Examples  
“Scapegoat”**

20  **Review**

- Name Calling
- Scapegoat
- Repetition
- Glittering Generalities
- Plain Folks
- Bandwagon
- Card Stacking
- Fear