Animal Farm

Propaganda Slide Show

Notes

What is propaganda?

What are some reasons people use propaganda?

Define each of the types of propaganda and give an example.

Ad hominem/personal attack/Name Calling:

Ad nauseam/repetition:

Appeals

 Emotion:

 Authority:

 Fear:

 Prejudice:

Transfer:

Testimonial:

Bandwagon:

Plain Folk/common man:

Card Stacking:

Either/or fallacy:

Fine Print:

Highlight and identify all aspects of propaganda in each of the following excerpts of Animal Farm.

•“Comrades,” he said quietly, “do you know who is responsible for this? Do you know the enemy who has come in the night and overthrown our windmill? SNOWBALL!” he suddenly roared in a voice of thunder. “Snowball has done this thing! In sheer malignity, thinking to set back our plans and avenge himself for his ignominious expulsion, this traitor has crept her under cover of night and destroyed our work of nearly a year. Comrades, her and now I pronounce the death sentence upon Snowball. ‘Animal Hero, Second Class,’ and half a bushel of apples to any animal who brings him to justice. A full bushel to anyone who captures him alive!”

•“Comrades!” cried Squealer, making little nervous skips, “a most terrible thing has been discovered. Snowball has sold himself to Frederick of Pinchfield Farm, who is even now plotting to attack us and take our farm away from us! Snowball is to act as his guide when the attack begins. But there is worse than that. We had thought that Snowball’s rebellion was caused simply by his vanity and ambition. But we were wrong, comrades. Do you know what the real reason was? Snowball was in league with Jones from the very start! He was Jones’s secret agent all the time. It has all been proved by documents which he left behind and which we have only just discovered. To my mind this explains a great deal, comrades. Did we not see for ourselves how he attempted- fortunately without success- to get us defeated and destroyed at the Battle of the Cowshed?”

“That was our mistake, comrade. For we know now- it is all written down in the secret documents that we have found- that in reality he was trying to lure us to our doom.”

•“That was part of the arrangement!” cried Squealer. “Jones’s shot only grazed him. I could show you this in his own writing, if you were able to read it. The plot was for Snowball, at the critical moment, to give the signal for flight and leave the field to the enemy. And he very nearly succeeded- I will even say, comrades, he would have succeeded if it had not been for our heroic Leader, Comrade Napoleon. Do you not remember how, just at the moment when Jones and his men had got inside the yard, Snowball suddenly turned and fled, and many animals followed him? And do you not remember, too, that it was just at that moment, when panic was spreading and all seemed lost, that Comrade Napoleon sprang forward with a cry of ‘Death to Humanity!” and sank his teeth in Jones’s leg? Surely you remember that, comrades?” exclaimed Squealer, frisking from side to side.

“Our Leader, Comrade Napoleon, “announced Squealer, speaking very slowly and firmly, “has stated categorically – categorically, comrade- that Snowball was Jones’s agent from the very beginning- yes, and from long before the Rebellion was ever thought of.”

“That is the true spirit, comrade!” cried Squealer, but it was noticed he cast a very ugly look at Boxer with his little twinkling eyes. He turned to go, then paused and added impressively: “I warn every animal on this farm to keep his eyes very wide open. For we have reason to think that some of Snowball’s secret agents are lurking among us at this moment?”