

Module 4: The Novel – *Animal Farm*

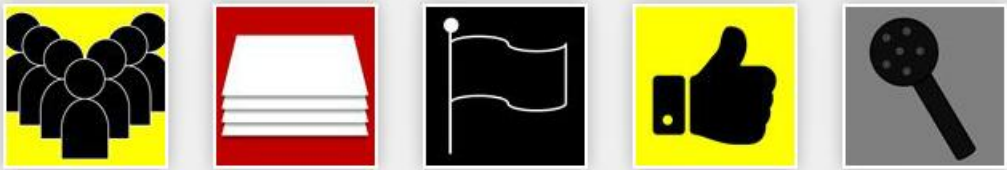
Topic 4 Content: Propaganda in *Animal Farm* Notes

Introduction

Propaganda in Animal Farm

Introduction

Napoleon, Squealer, and the other pigs are very crafty in their use of propaganda throughout *Animal Farm* by George Orwell. In fact, any time there is resistance to one of Napoleon's changes, Squealer uses different types of propaganda to manipulate the animals on the farm. In this activity, click on each of the icons to learn more about the different types of propaganda, as well as to explore an example of each from the novel.




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Bandwagon

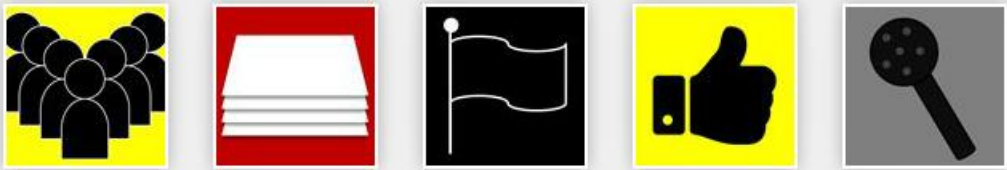
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Bandwagon



Bandwagon persuades an audience to "join the crowd" and follow along with an idea or action. The bandwagon technique relies on a person's desire to be part of the crowd and not feel left out.

In *Animal Farm*, Napoleon teaches the sheep to bleat "Four legs good, two legs bad" during Snowball's speeches, especially when the message will be particularly destructive to Snowball's ideas. Have you considered why Orwell used the sheep to spread this message? The word "sheep" can be used as an insult to describe a person who willingly goes along with another person's ideas, even if they do not agree with them.



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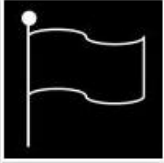



Card Stacking

Propaganda in *Animal Farm*

Card Stacking

Card stacking "stacks the facts" in support of one side and against an opposing side. This type of propaganda may present only certain facts so that one side of the argument looks like the "right" side. Card stacking carefully omits the information presented to an audience so that they see one side of an argument or one perspective on the truth.

In Chapter 3 of *Animal Farm*, Squealer's speech about the theft of milk takes an interesting turn when he uses card stacking to make the case to the other animals that they pigs need the milk and apples. He discusses how the milk and apples are good for the pigs and the pigs need them to continue the "brainwork" of running the farm. He does not mention that the other animals also need food or that the pigs have been taking the resources in secret.



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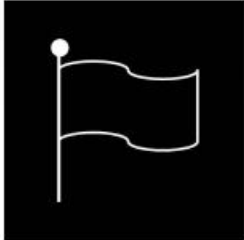
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Glittering Generalities

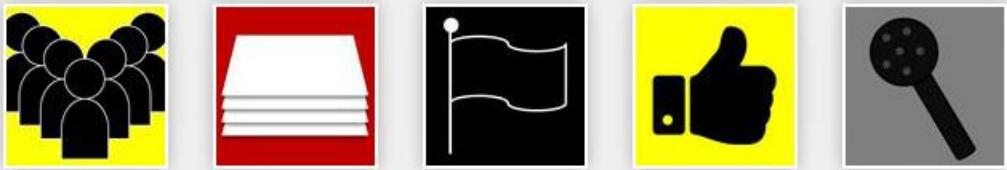
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Glittering Generalities



Glittering generalities play on the values and belief system of an audience and do not use facts or reason to back up a claim.

In *Animal Farm*, the speech given by Old Major at the beginning of the novel is filled with glittering generalities. Old Major describes a dream farm which appeals to what the animals want, but he does not provide any specifics or details on how to create that dream farm.



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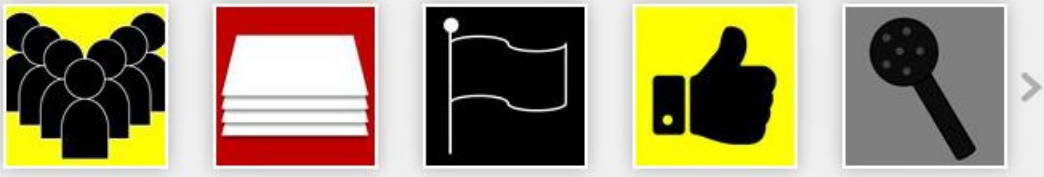

Plain Folks

Propaganda in Animal Farm

Plain Folks

Propaganda that uses plain folks tries to establish a connection between the audience and a person whom the audience can trust and with whom they can identify. This spokesperson speaks, acts, and thinks like the audience.

In *Animal Farm*, it becomes clear that the pigs have assumed higher management positions on the farm and are more skilled in reading and writing than the other animals. Despite this, they continue to call all of the other animals on the farm “comrades” to try to show equality.



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Testimonials



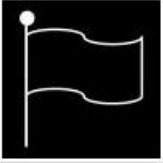
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Testimonials



Testimonials try to generate followers by portraying support for an item, person, or idea. A person may share his or her experience with a product or person. Many times famous people or celebrities are used for endorsements. The people giving the testimonials may not be authorities on the product, person, or idea.

When Squealer wants to convince the animals of *Animal Farm* of something, he usually tells Boxer that Napoleon believes it or wants it. Boxer develops the motto “Napoleon is always right.” Since Boxer is so well-liked by the other animals, his opinion serves as a testimonial to the other animals.



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Name Calling

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Name Calling

Name calling negatively labels a person, group, belief, or institution with the goal of creating prejudice and fear within the audience. Evidence is normally not used with this form of propaganda. Instead, the propaganda names the opposing entity as something that the audience dislikes.

An example of name calling in *Animal Farm* occurs after Snowball is expelled from the farm by the dogs. Squealer has several meetings with the animals. During these meetings, he called Snowball a variety of names, like “criminal” and “dangerous.”



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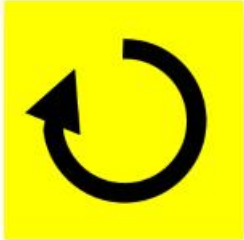
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Transfer


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Transfer



Transfer attempts to link two items together in order to persuade the audience to view one item in the same way that they view another. This can be for a positive or negative goal.

In *Animal Farm*, the song “The Beasts of England” was associated with the utopian farm that Old Major described in the beginning of the book. When the other animals were tired or Napoleon needed support for the work that he wanted the animals to complete, he would lead or order a singing of “Beasts of England.”



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Euphemism

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Euphemism

A euphemism is when a speaker or writer substitutes a less severe word for something that is harsh or blunt in order to minimize the effect of it.

In discussing the theft and training of Jessie and Bluebell’s puppies, the pigs refer to it as an education. Later, you find out that the type of “education” being provided to them was much harsher than expected.



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Fear


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Fear



Propaganda that uses fear garners support for an idea or cause by playing on the fears of the audience.

During Squealer's speech about the missing apples and milk, he asks the other animals whether or not they would like for Mr. Jones to return to the farm. In doing so, he is rationalizing the pigs' consumption of the milk and apples based on the fear of the other animals.



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