

Chapter Five

Standards Focus: Rhetoric and Propaganda

Propaganda and rhetoric are all around us, in the form of political speeches, commercials, art, television, movies, newspaper and magazine articles—even in our everyday conversations. Each time we want to get our way, or take out our money to buy a product we saw in a commercial, we are either using rhetoric or are persuaded by the use of propaganda. While various media use different ways of appealing to an audience, they each have the same purpose: to persuade.

Throughout history, governments and political entities have attempted to alter and control the information that reaches its citizens. Utilizing **propaganda** to persuade and censoring information by not allowing citizens to gain full knowledge of events have been two of the most common ways in which government has attempted to control its citizens.

Governments, groups, and individuals engage in propaganda when they choose to manipulate, alter, or control information with the purpose of obtaining a particular response or opinion in their target audiences. The term *propaganda* began when Pope Gregory XV established the *Sacred Congregation for Propagating the Faith*, a group charged with developing and spreading the beliefs of the Roman Catholic Church, in 1622. Adolf Hitler even realized the importance of propaganda when he appointed Joseph Goebbels as the Nazi Party's Minister of Propaganda in 1933.

Propaganda can take many forms. These forms can range from fear tactics, to lies or falsehoods, to exaggerations, to testimonials. Many methods exist for fanning the flames of a particular belief or of spreading propaganda, many of which also appear in print and screen advertisements.

There are seven important types of propaganda, according to the Institute of Propaganda Analysis:

- The **bandwagon technique** advocates the importance of being in the “in” crowd. This is the idea that “everybody” is doing it, and so should you!
- **Glittering generalities** are emotionally-appealing words that are meant to evoke action. For example, using the words *freedom*, *honor*, and *Democracy* to appeal to your emotions in a speech. Glittering generalities rarely have real merit to them—the words sound great, but have no real reasoning behind or support for the claim.
- **Name-calling**, denigrating a particular group or individual also qualifies as propaganda. Japanese-Americans were victimized by name-calling after the Pearl Harbor attack during World War II.
- Political candidates also try to utilize the **plain folks** approach when a candidate tries to seem like an everyday guy or gal in order to make him/her self seem more trustworthy and credible. For example, placing a candidate with his/her family to convey that he/she is a father or mother just like the voters.
- **Testimonials** are frequently utilized to heighten appeal. This often appears when celebrities declare which product or candidate they support.
- The technique of **transfer**, defining or judging someone by who they do or do not associate with, is also frequently employed as propaganda. The McCarthy trials of the 1950s decided if a person was or was not Communist based solely on whom the accused did or did not speak to or associate with.
- **Card-Stacking** is making one side of an argument look good by presenting information to support that side, with the opposition being buried or underrepresented.

Name _____ Per. _____

Part One

Directions: For each statement from the novel, clarify what the narrator or character is really saying "between the lines." An example has been done for you.

Ex. "Comrades!" he cried. "You do not imagine, I hope, that we pigs are doing this in a spirit of selfishness and privilege?" (spoken by Squealer, Ch. 3)

Reality: The pigs (represented by Squealer) are being selfish and do think that they are better than the other animals. They feel they truly deserve the milk and apples more than the other animals.

1. "We are born, we are given just so much food as will keep the breath in our bodies, and those of us who are capable of it are forced to work to the last atom of our strength; and the very instant that our usefulness has come to an end we are slaughtered with hideous cruelty." (Old Major, Ch. 1)

Reality: _____

2. "There, comrades, is the answer to all our problems. It is summed up in a single word—Man. Man is the only real enemy we have. Remove Man from the scene, and the root cause of hunger and overwork is abolished forever." (Old Major, Ch. 1)

Reality: _____

3. "Milk and apples (this has been proved by Science, comrades) contain substances absolutely necessary to the well-being of a pig. We pigs are brainworkers." (Squealer, Ch. 3)

Reality: _____

4. "...surely there is no one among you who wants to see Jones come back?" (Squealer, Ch. 3)

Reality: _____

5. "Comrades," he said, "I trust that every animal here appreciates the sacrifice that Comrade Napoleon has made in taking this extra labour upon himself. Do not imagine, comrades, that leadership is a pleasure! On the contrary, it is a deep and heavy responsibility." (Squealer, Ch. 5)

Name _____ Per. _____

Reality: _____

6. This, said Squealer, was something called tactics. He repeated a number of times, "Tactics, comrades, tactics!" skipping round and whisking his tail with a merry laugh. (Ch. 5)

Reality: _____

7. The animals were not certain what the word meant, but Squealer spoke so persuasively, and the three dogs who happened to be with him growled so threateningly, that they accepted his explanation without further questions. (Ch. 5)

Reality: _____

8. It had come to be accepted that the pigs, who were manifestly cleverer than the other animals, should decide all questions of farm policy, though their decisions had to be ratified by a majority vote. (Ch. 5)

Reality: _____

9. They kept close to Napoleon. It was noticed that they wagged their tails to him in the same way as the other dogs had been used to do to Mr. Jones. (Ch. 5)

Reality: _____

10. In future all questions relating to the working of the farm would be settled by a special committee of pigs, presided over by himself. These would meet in private and afterwards communicate their decisions to the others. (Ch.5)

Reality: _____

Name _____ Per. _____

Part Two

Directions: Look back through Chapters One-Five and find an example of six of the seven types of propaganda (see pages 51-52 for explanations—one has been done for you), then explain how or why it is a form of propaganda in the context of **Animal Farm**. An example has been done for you.

ex. **Bandwagon Technique:** In Chapter One, the singing of *Beasts of England*. This is an important example because if an animal did not join in the song, the other animals might believe that that animal did not believe in what Old Major preached, or was on the humans' side.

1. Glittering generalities: _____

2. Name-calling: _____

3. Plain folks: _____

4. Testimonials: _____

5. Transfer: _____

6. Card-stacking: _____

