

# Propaganda



tricks and tools used in George  
Orwell's Animal Farm

# Propaganda



☞ The dictionary defines “propaganda” as...

information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.

# Common Forms



- ❧ Propaganda presents itself in many forms. It is important to recognize types of propaganda so you can recognize when someone is trying to manipulate you.
- ❧ Propaganda can be broken into specific types. We will look at eleven types: euphemism, name calling, glittering generality, deification, transfer, plain folks, bandwagon, stalling, least of evils, scapegoat, and fear.

# The Key



- ❧ Remember, the key to propaganda is to have the public *not* think for themselves.
- ❧ It is to give them information that a particular person (with a particular agenda) wants them to know.
- ❧ Actually – propaganda discourages individual thought.
- ❧ Propaganda appeals to people's emotions, not their intellect.

# Euphemism



- ❧ A kind word that replaces a harsher word.
- ❧ A euphemism attempts to cover a problematic situation by purposely using a misleading or vague name.

# Name Calling



- ❧ The use of abusive names to belittle or humiliate another person in a political campaign, debate, etc.
- ❧ Name calling encourages the public to associate a person with that negative name.

# Glittering Generality



- ❧ A phrase associated with valued concepts and beliefs. It carries weight without any reason or supporting information.<sup>1</sup>
- ❧ The phrase is general – such as “honor for country” – and “glitters.” The phrase sounds nice but doesn’t have a definitive meaning.

# Deification



- ❧ The act of making a person a god. This ranks a person above all others.
- ❧ This technique leads the public to believe that a person can do nothing wrong – that a person is indispensable.



# Transfer



- ∞ Associating qualities onto a person or thing.
- ∞ This propaganda form encourages the public to think of a positive or negative image when seeing a person.

# Plain Folks



- ❧ The speaker (or leader) presents him/herself as an ordinary person – as plain, as one of the people.
- ❧ This technique encourages the public to see the leader as one of them and build trust.

# Bandwagon



- ❧ Appeals to people's desire to belong by demonstrating that most people are doing something or believing in a cause.
  
- ❧ This technique shows people that “everyone else is doing it.”

# Stalling



- ❧ Ignores the question by stalling, by asking for more time to answer the question. Oftentimes, the question is never answered<sup>2</sup>.
- ❧ This technique is sometimes called “evading the question” because the speaker avoids giving a straightforward answer.

# Least of Evils



- ❧ Justifies an unpopular point of view.
- ❧ This technique provides the public with the alternative which is presumably worse than the one the leader presents.

# Scapegoat



- ❧ A person (or thing) receives the blame and is seen as the cause of a problem.
- ❧ This technique provides a person which the leader can place the blame for problems. The problems are complex, but blaming another person is simple.

# Fear



- ❧ Monopolizes on a powerful emotion to persuade an audience to take action or believe something.
- ❧ This powerful technique allows leaders to capitalize on people's desire to protect themselves, their children, and their loved ones.

# Propaganda in Animal Farm



- ❧ You will see numerous examples of propaganda in Animal Farm.
- ❧ Look for those eleven types of propaganda while reading the book.