

# Propaganda in Animal Farm and the Media



# 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.

# Techniques for Spreading Propaganda

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

# “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.



# “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.



# “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.

# “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.



# “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.





# “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.

