

ANIMAL FARM

Ch. 3 + Ch. 4

PROPAGANDA

Analyzing Language and Vocabulary

Propaganda Techniques

Propaganda refers to the deliberate attempt to influence a mass audience to act or think a certain way. Usually the term is associated with an intent to deceive. Here are some common propaganda techniques. (Notice that the pigs are experts in propaganda.)

1. **Slogans.** A "catchy" slogan is more easily remembered than a complicated and perhaps more accurate explanation. What slogan do the pigs invent?
2. **Repetition.** When a message is "drummed" into a listener's consciousness, it tends to be remembered. Which group in the novel is trained to repeat the slogan so loudly and long that all "rational thought" becomes impossible?
3. **Loaded words.** Certain words—like *peace*, *patriotism*, *moral*—arouse such strong emotional responses that they are called **loaded words** (they are loaded with feelings). Look back on page 811 at old Major's speech, and find some examples of loaded words. What loaded words can you find in Squealer's explanation of why the pigs take all of the apples and milk? (See page 820.)
4. **Powerful images.** Just as there are loaded words, certain images are loaded with powerful emotional associations. Gardens, rainbows, sunshine, clear streams—these images tend to make us "feel good." Find examples of such "loaded" images in the song "Beasts of England" (see page 812). Can you think of opposite images that would make us feel bad or afraid?
5. **Appeals to our fears.** A powerful propaganda technique is to play on a listener's fears. The message says, in effect, that if you don't do a certain thing (or if you don't think in a certain way), something that you fear very much will happen. How does Squealer use this device in his speech on page 820?
6. **Appeals to our basic desires and needs.** All human beings need food, drink, clothing, and shelter in order to survive. We also have emotional needs: we need to be loved and cared for, to have meaningful work, to have a sense of dignity and self-worth. Look at old Major's speech (pages 811–812) and Squealer's (page 820) to find examples of appeals to some of these desires and needs.

Can you think of how any of these propaganda techniques are used in the world today—either to sell you an idea, a political party, or a product?