



Indicative A response

The power of propaganda

Year 9

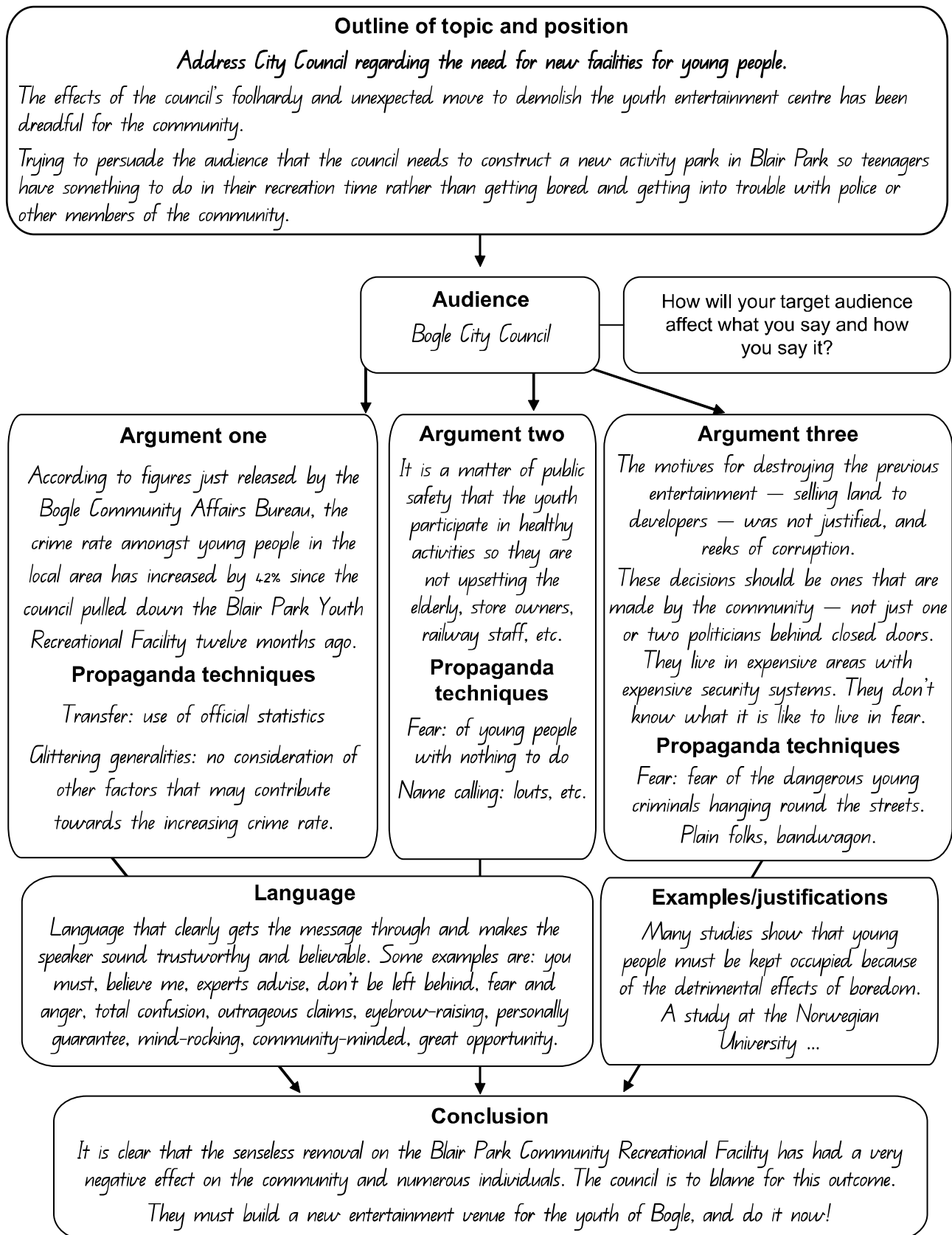
English

Section 1. Analyse a persuasive speech

Technique/s	Squealer's speech	Explanation
<p>plain folks →</p> <p>glittering generality¹ →</p> <p>transfer² →</p> <p>logical fallacies³ →</p> <p>fear⁴ →</p>	<p>Squealer was sent to make the necessary explanations to the others.</p> <p>"Comrades! ...You do not imagine, I hope, that we pigs are doing this in a spirit of selfishness and privilege? Many of us actually dislike milk and apples. I dislike them myself. Our sole object in taking these things is to preserve our health. 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. The whole management and organisation of this farm depends on us. Day and night we are watching over your welfare. It is for YOUR sake that we drink milk and eat those apples. Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones would come back! Surely, comrades, ... surely there is no one among you who wants to see Jones come back?"</p> <p>Source: Orwell, G 1945, <i>Animal farm</i>, Secker and Warburg, London, Chapter 3.</p>	<p>By using the word <i>comrades</i>, Squealer is implying that they are all of the same status and are working together for a common goal. It is an appeal to the people's desire to belong.</p> <ol style="list-style-type: none"> 1. The idea that the pigs are making sacrifices by consuming something they don't like (even if it is a lie) will strengthen their cause, the loyalty and support of the animals. 2. By using science as a means of validating his statements, he is adding credibility, making them more likely to be believed. 3. Squealer is trying to say that the pigs are not happy about having to eat and drink the best food on the farm, especially when the others animals are hungry, but they have no choice if they want to save the others, making them sound "noble", making sacrifices for the "common good". 4. Presenting a likelihood that everyone would fear if they don't let the speaker have his way.

Section 2. Create a persuasive speech

Framework for planning persuasive speech



Section 3. Present your speech

Information for teachers: An “A” response would:

- speak for 2 to 3 minutes
- be clear in meaning, effectively use the techniques of propaganda and be persuasive
- use the techniques of oral persuasion:
 - eye contact
 - voice modulation, clarity and tone
 - stance and body language.

Script for speech

Technique	Speech	Explain	Gestures
bandwagon	<p>Put up you hand if you have noticed the increase in vandalism and graffiti in the community lately.</p> <p>Yes, I'm not surprised at that response. Not when you have a close look at what the Bogle City Council has done. They, the council that is, without any consultation or prior warning, closed down the Blair Park Recreational Facility and sold the land to developers who are going to build yet another shiny, new shopping centre that we don't need. While they have been doing this we have seen a steady increase in youth crime due to the fact that they destroyed the reason that was keeping young people busy and entertained — the Blair Park recreational facility.</p>	<p>Everyone feeling the same way — makes the audience feel justified in their opinion. Reinforces the point you are trying to make.</p>	<p>Hand out in appeal. An all-knowing smile.</p> <p>Pointing at the council members. Perhaps walking and thinking.</p> <p>Hand gestures showing crime going up.</p>
logical fallacies	<p>How can any council in their right mind be so irresponsible as to remove a facility that was owned by the people of the city and always very well used, knowing that the people who used it would become dispossessed? It is</p>	<p>Makes audience see that there could be a public backlash.</p>	<p>Shrug shoulders.</p>
repetition	<p>irresponsible, it is foolhardy, and it is immoral. Selling off the assets that are loved and owned by this community just to turn a quick buck. They are corrupt!</p>	<p>Shows it is unnecessary.</p>	<p>Look directly at audience, shake fist in air.</p>
	<p>Young men and women need an outlet for their energy and creativity. The Blair Park Facility was perfect for this. Now our youths have nowhere to go to meet and participate in organised activities. Some have become very bored and disillusioned, and have become involved in risky</p>	<p>Blames the council for youth crime.</p>	<p>Show photo of old facility. Look forward, grave expression.</p>

Technique	Speech	Explain	Gestures
fear	behaviours like drag-car racing through the streets at night, graffitiing and vandalism, and sadly some have become attracted to illicit drug use.		
logical fallacies	This has led to negative behaviours in the community bordering on hooliganism, leaving other people afraid to go out at night and participate in all of the things that they used to enjoy. Walking along the jetty on a summer's night has become a thing of the past for many people, and this is all because of what the council has done.	There is no evidence that one caused the other, but it is being used as an accepted fact.	Look angry, hand out, pleading gesture.
fear			
logical fallacies	There is plenty of evidence out there to suggest that it is normal for adolescents to need the sort of facilities that the council took away from our community. Plenty of evidence that it needs to build a new facility and build it fast. According to figures just released by the Bogle Community Affairs Bureau, the crime rate amongst young people in the local area has increased by 42% since the council pulled down the Blair Park Youth Recreational Facility twelve months ago. Norwegian scientist and criminologist Mr. Hans Zeedenverp, of the Norwegian National University in Trondheim, recently published the results of his ten-year study on youth behaviour in cities. The study confirms that those cities that have good recreational facilities for young people also have a lower crime rate amongst the same age group.	The use of expert opinion lends authenticity to the claims being made. There is no evidence that they are related though.	Serious — look like an authority on the subject. Frown (42%) shocking!
testimonial			
name-calling	Then, there is the issue of corruption. Since when has it been OK for a council to sell any community property without public consultation? Since when has it been fair to sell valuable public land to their rich friends so they can become richer still?	Warps the public perception of the council whether it is true or not.	Some slides of BPYRC would be helpful here. Raised eyebrow. Look angry — "how dare you" look.

Technique	Speech	Explain	Gestures
name-calling	There is a process, ladies and gentlemen. A process where everything the council does is supposed to be above board and honest. This process hasn't happened here.	Makes council look bad — alluding to corruption.	Dubious expression. Shake head.
logical fallacies	And who are the victims? The victims are the young people who now have criminal records or are at present incarcerated because of where their boredom led them. The victims are the people who can no longer walk the streets of Bogle at night and feel safe. The victims are old men and women who are afraid to answer that knock at the door at night.	Points the finger of blame directly at the council. Motivates people to listen.	Look down, shake head, look upset, "what a waste".
fear	Now ladies and gentlemen, the time is here for you to seize this great and rare opportunity to show the people of this city that you do listen to them. That you accept that you have made a grave mistake and are prepared to rectify this terrible wrongdoing and build a new Youth Recreational Centre, and that you will do it now!	Makes council look bad.	Look each and every one of the councillors in the eye. Make them squirm in their seats. Look confident like we have already won.
name-calling			

Section 4. Reflection

1. What effect did you have on the audience? Was this the intended effect?

The speech had the effect of making the council feel uncomfortable about what they had done, especially as they were listening to the address at the same time as some of the people affected by their decision. Also to make the council feel the pressure to make responsible decisions regarding the social responsibilities they have.

2. Do you believe the audience was persuaded to your opinion? Why, or why not?

I believe I persuaded the audience, as I could see some of the councillors squirm, especially when I spoke of the effect of the Blair Park closures on the youth. Some of them had the decency to look guilty. Some members of the public looked very angry, which was a good thing because it meant that what I was saying was getting through to them.

3. What similarities are there between your speech and those of Squealer's?

There were some similarities in my speech and Squealer's. I laid blame squarely at the feet of the council for any social problems that have occurred since the closure of Blair Park and made it sound like it was all the Council's fault, just like Squealer did with Snowball every time something went wrong on the farm. This gives the audience someone to blame and unites them in your favour. I used repetition in my speech just as Squealer did, indoctrinating them.

4. What were the strong points in your speech?

The strong points were the use of forceful language, and strong use of voice and hand and facial gestures.

5. What could be improved?

A more animated performance along the lines of Adolf Hitler — arm waving, foot stamping, louder voice, etc.