



Student booklet

The power of propaganda

Year 9	English
Name	

Create a persuasive speech modelled on the propaganda techniques employed in *Animal farm* by George Orwell.

You will:

- analyse one of Squealer's speeches from the novel *Animal farm*
- write a script for and present a persuasive speech using propaganda techniques
- reflect on your choice of techniques and their effectiveness.

Due date:

Section 1. Analyse a persuasive speech

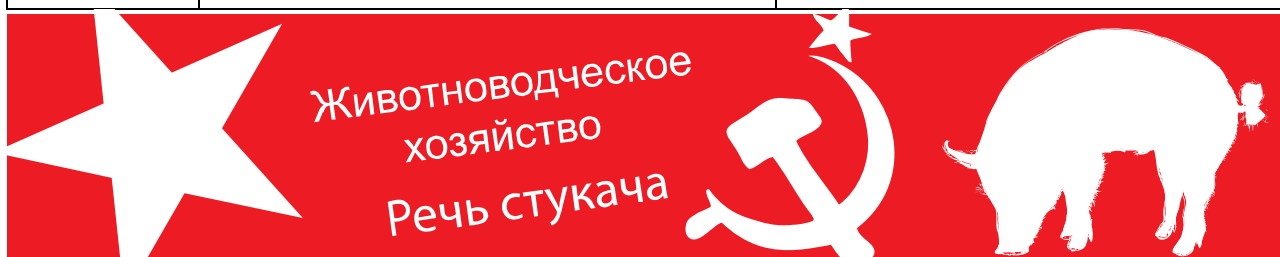
Animal farm, by George Orwell, is based on the early history of Soviet Russia and its leader, Joseph Stalin. The novel uses farm animals to illustrate the rise and fall of communism in Russia.

Squealer is one of the main characters in the novel. His role is chief propagandist for Napoleon, the leader of the revolution. He uses propaganda to maintain order so there is minimal disruption to Napoleon's rule.

One of Squealer's speeches has been reproduced below. Analyse his speech, outlining the propaganda techniques used.

One of the techniques has been highlighted and explained for you.

Technique/s	Squealer's speech	Explanation
plain folks →	<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>



Section 2. Create a persuasive speech

Write a persuasive speech combining a variety of the propaganda techniques used in *Animal farm* and studied in class.

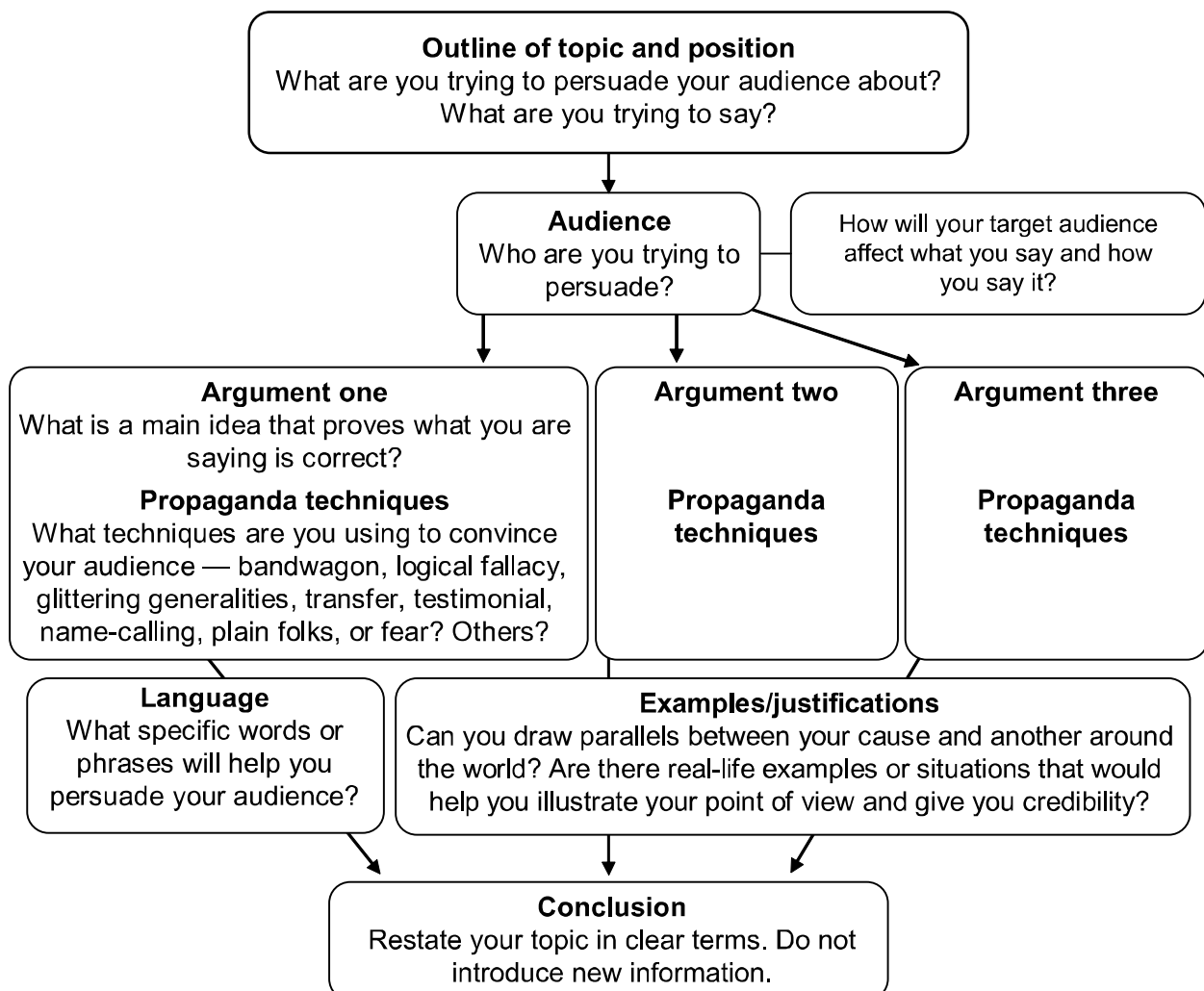
- Address one of the following scenarios:
 - You are running for **school captain**.
 - You are trying to convince the **other students** in your year level **that all students should support Greenpeace** and protest the destruction of whale populations in Australian oceans.
 - You are addressing the **City Council**, attempting to convince them that your **suburb needs new facilities for young people**.

If you have an idea of your own that you would like to use, please consult your teacher.

- Annotate your speech to identify where you have applied particular propaganda techniques, as you did for Squealer's speech in Section 1.
- Include annotations to indicate where you intend to use specific gestures, vocal and facial expressions or physical movements to strengthen your message.
- Time your speech to run for two to three minutes.

Use the scaffolding below to help organise your ideas.

Framework for planning a persuasive speech



Section 3. Present your speech

Present your speech to your class, who are your target audience.

Your speech should run for two to three minutes.

Remember the techniques of oral presentation:

- eye contact
- voice modulation and tone
- stance.

Section 4. Reflection

Write answers to these reflection questions. They will help you reflect on the purpose and effectiveness of your speech.

1. What effect did you have on the audience? Was this the intended effect?
2. Do you believe the audience was persuaded to your opinion? Why, or why not?
3. What similarities are there between your speech and those of Squealer's?
4. What were the strong points in your speech?
5. What could be improved?

