



Animal

Farm

by George Orwell

FOLLOW

"He wears a mask,
and his face grows
to fit it."

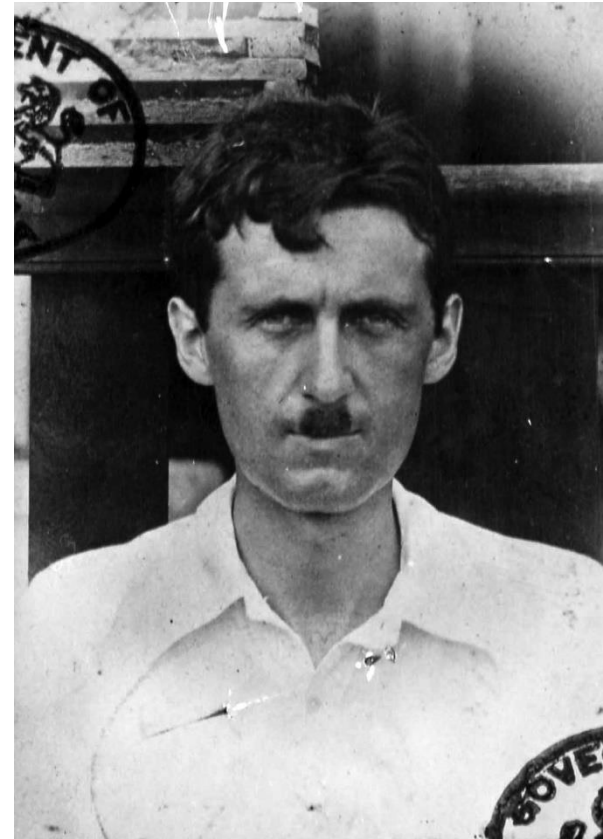
George Orwell



- 1903-1950
- Novelist, critic, and political and cultural commentator
- Born Eric Blair
- Born in India at a time when it was part of the British Empire
- Worked in India as a member of the Imperial Police

“If liberty means anything at all,
it means the right to tell people what they do not want to hear.”

George Orwell



During times of universal deceit, telling the truth becomes a revolutionary act.

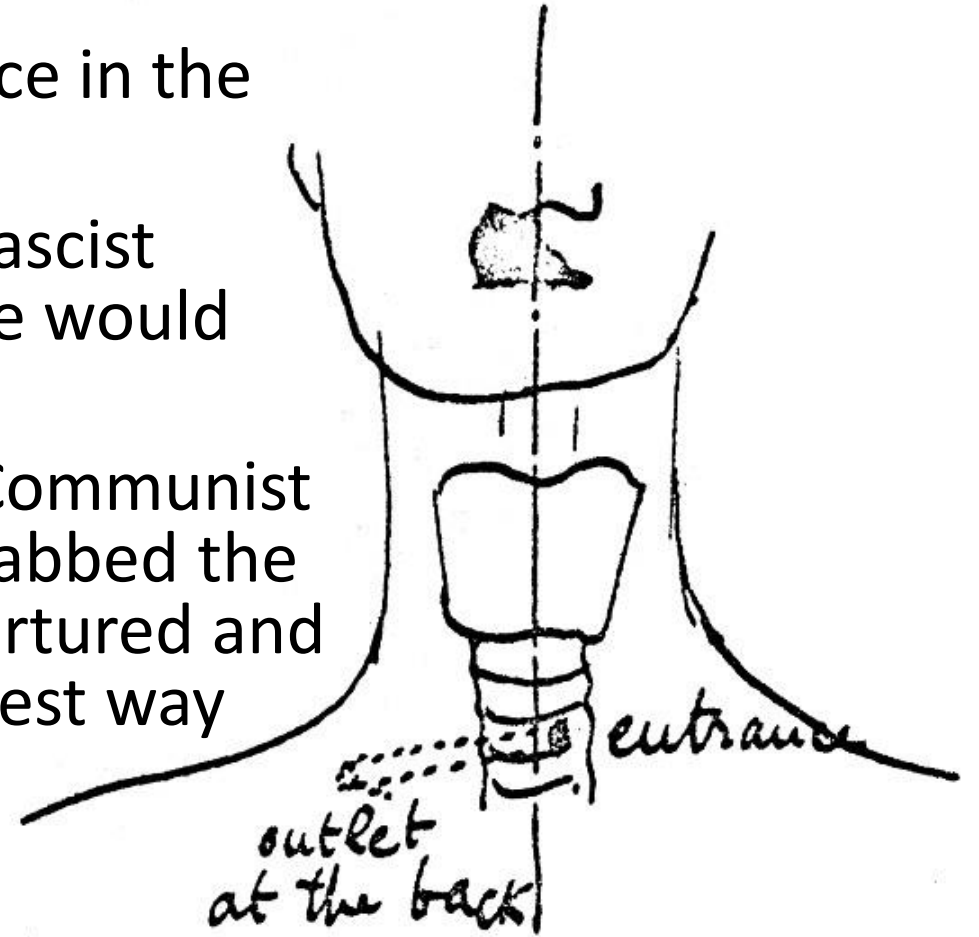
George Orwell

- Had a reputation for standing apart from other writers
- This “outsider” mentality often put him in opposition to generally accepted thinking
- Beliefs were impacted by his experiences in the Spanish Civil War during which he was shot through the throat
- Viewed socialists, communists, and fascists as repressive and self-serving
- Skeptical of governments and their willingness to swap virtue and ideas for power

“The further a society drifts from the truth
the more it will hate those who speak it.”

George Orwell

- George Orwell could have been killed twice in the Spanish Civil War
- First, when he was shot in the throat by fascist forces, something which left him afraid he would never hear his own voice again
- Second, when he was hunted by official Communist agents who, with the backing of Stalin, stabbed the revolution in the back and imprisoned, tortured and killed its leaders. Orwell learned the hardest way that the war against fascism in Spain was also a civilwar against Stalinism.



"The most effective way to destroy people
is to deny and obliterate their own understanding of the past."

1984

- Published in 1949
- Set in 1984 in Oceania which is ruled by the Party with a leader and dictator named Big Brother
- Presents an imaginary future where a totalitarian state controls every aspect of life, even people's thoughts

GEORGE ORWELL 1984



"If you want a picture of the future,
imagine a boot stamping on a human face—for ever."

Animal Farm

- Why animals?

When Orwell once saw a young boy whipping a horse, he thought:

“It struck me that if such animals became aware of their strength we should have no power over them, and that men exploit animals in much the same way that the rich exploit [the worker].”



“Power is in tearing human minds to pieces and putting them together again in new shapes of your own choosing.”

Animal Farm

- Published in 1949
- A political allegory and satire, it is the story of oppressed animals who long for freedom but are ultimately corrupted by assuming the very power that had originally oppressed them
- The story traces the deplorable conditions of mistreated animals who can speak and exhibit many human characteristics. After extreme negligence by their owner, Mr. Jones, the animals revolt and expel Jones and his wife from the farm,
- It is Orwell's critique of the communist system in the former Soviet Union.

"No one ever seizes power with the intention of relinquishing it."

Animal Farm

- Orwell was horrified in 1949 when the book was published and placed in the children's sections of bookstores! According to Orwell's housekeeper, whenever he entered a bookstore, he would request that the book be removed from the children's shelves and placed with works for adults.



"If people cannot write well, they cannot think well, and if they cannot think well, others will do their thinking for them"

PROPAGANDA

the spreading of ideas, facts, allegations, or rumor
for the purpose of helping or injuring an institution,
a cause, or a person

TECHNIQUES

Ad Hominem

Ad Nauseam

Bandwagon

Card Stacking

Euphemism

Fear

Fine Print

Glittering Generalities

Plain Folks

Rhetorical Questions

Slogans

Scapegoating

Testimonial

Transfer

Ad Hominem

- Attacking an individual or group rather than showing why that individual or group's words or actions are flawed in attempt to raise prejudice
- Frequently includes the use of derogatory words or language that leave a negative impression, ridicule, and sarcasm



Ad Nauseam

- the over-repetition of a phrase or symbol



Bandwagon

- Reinforcing the impression that an idea is accepted by everyone, and that it is in one's best interest to join rather than be left out

120 million



Card Stacking

- Omitting key information to present an acceptable but incomplete picture

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#SATISFRIED Instagram

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**30% FEWER CALORIES THAN MCDONALD'S® FRENCH FRIES – 226.8 CALORIES VS. 150.5 CALORIES PER 70 G SERVING.
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A promotional image for Burger King's Satisfries. It features a white paper cup filled with crinkle-cut french fries, with the Burger King logo on the cup. The background is a solid light brown color. Text on the left describes the product as having 40% less fat and 30% fewer calories than McDonald's fries. A small Instagram icon and a call to action to post a pic using #Satisfries and @BurgerKing are also present. At the bottom, there is a small hashtag #SATISFRIED with the Instagram logo and fine print.

NOW WITH 0 GRAMS OF TRANS FAT!*

***BECAUSE WE RENAMED IT TO PARTIALLY HYDROGENATED SOYBEAN OIL**

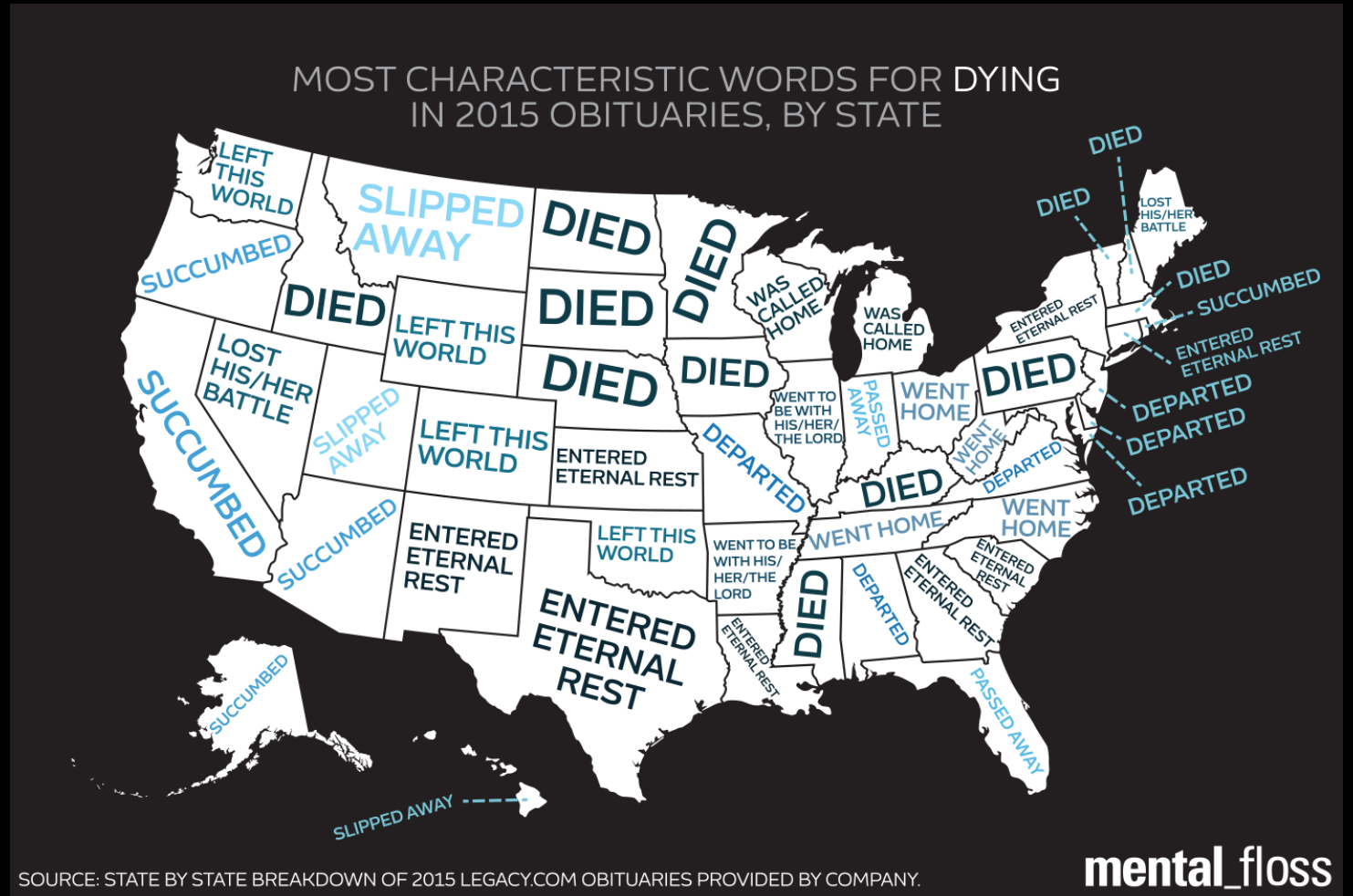
A promotional image for KFC. It features a large, stylized portrait of Colonel Sanders on the left, wearing his signature white suit and red bow tie. To the right is a red and white KFC bucket filled with fried chicken. The background is a solid red color. At the top, a white banner reads "NOW WITH 0 GRAMS OF TRANS FAT!*". At the bottom, a white banner reads "*BECAUSE WE RENAMED IT TO PARTIALLY HYDROGENATED SOYBEAN OIL".

Euphemism

- Using kinder sounding words to name or describe something that is otherwise unacceptable or ugly sounding

Euphemisms are
unpleasant truths
wearing
diplomatic cologne.

~Quentin Crisp



Fear

- Stirring up strong feelings of fear in place of logical reasoning
- Frequently suggests that the answer being provided is the **only** answer and that those suggesting it are the **only** ones with the solution



Fine Print

- Presenting positive information in bold while minimizing less positive information



BEFORE **AFTER**

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With AMBIEN CR, getting to sleep fast and staying asleep helps you wake up and get ready for the day.*** AMBIEN CR is a treatment option you and your healthcare provider can consider along with lifestyle changes and can be taken for as long as your healthcare provider recommends. Ask your healthcare provider about the latest AMBIEN, AMBIEN CR — and don't forget to mention the CR. *Proven effective for up to 7 hours in clinical studies. **Individual results may vary.

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AMBIEN is indicated for the short-term treatment of insomnia.
When you first start taking AMBIEN, use caution in the morning when engaging in activities requiring complete alertness until you know how you will react to this medication. In most instances, memory problems can be avoided if you take AMBIEN only when you are able to get a full night's sleep (7 to 8 hours) before you need to be active again. As with any sleep medication, do not use alcohol while you are taking AMBIEN.
Prescription sleep aids are often taken for 7 to 10 days — or longer as advised by your healthcare provider. Like most sleep medicines, it has some risk of dependency.
There is a low occurrence of side effects associated with the short-term use of AMBIEN. The most commonly observed side effects in controlled clinical trials were drowsiness (2%), dizziness (1%), and dryness (1%).

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It is a treatment option you and your healthcare provider can consider along with lifestyle changes and can be taken for as long as your healthcare provider recommends. Until you know how AMBIEN CR will affect you, you shouldn't drive or operate machinery. Be sure you're able to devote 7 to 8 hours to sleep before being active again. Side effects may include next-day drowsiness, dizziness, and headache. It's non-narcotic, however, the most sleep medicines, it has some risk of dependency. Don't take it with alcohol.

sanofi aventis

*Not actual pill size. Please see important patient information on adjoining page. ©2006-2007 sanofi-aventis U.S. LLC. All rights reserved. USACR 06.12.059 December 2006 Printed in USA

Glittering Generalities

- Using words whose meanings are unclear or ambiguous or may mean different things to different people
- Examples: good, best, huge, fair, strong



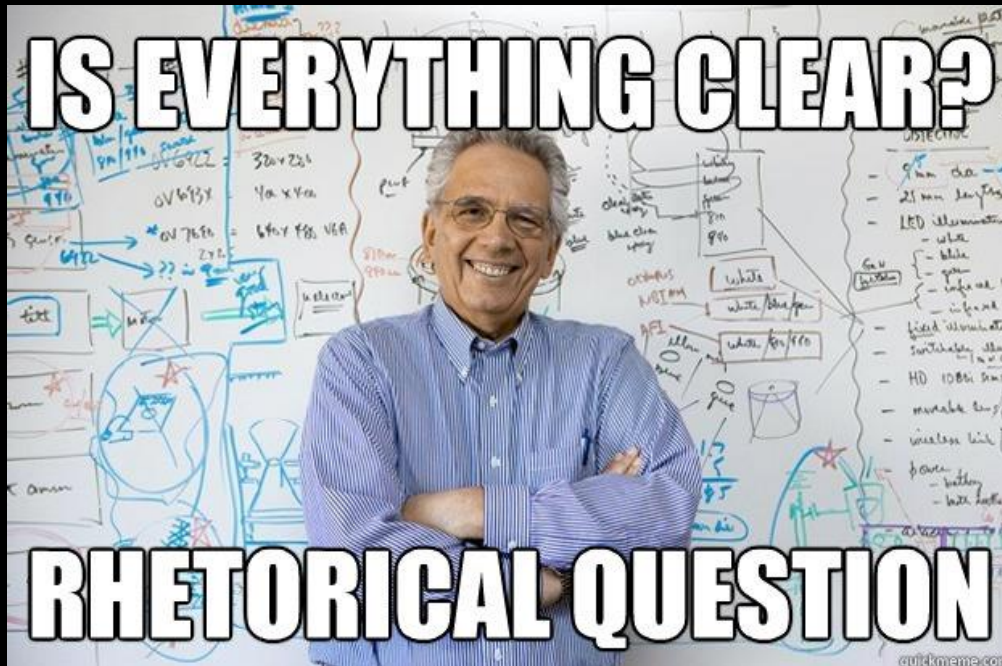
Plain Folks

- Promoting the idea that the propagandist shares the same concerns and reflects their beliefs



Rhetorical Questions

- Asking questions with obvious answers without the expectation of an answer



slogans

- Using simple, catchy words and phrases that stick in people's minds



Scapegoating

- Attributing problems to a specific person or group without regard to the truth or facts

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WHO'S RESPONSIBLE FOR RISING MEDICAL COSTS?



The image shows six goats standing in a row against a blue background. Each goat is wearing a different colored shirt and has a label below it identifying a group: Attorneys (yellow), Doctors (green), Hospitals (red), Individuals (orange), Insurers (purple), and Pharmaceuticals (pink). The goats are dressed in professional attire, such as lab coats and ties, to represent these groups.

ATTORNEYS DOCTORS HOSPITALS INDIVIDUALS INSURERS PHARMACEUTICALS

EXPLORE THE RANGE OF PUBLIC OPINION BY SELECTING A SCAPEGOAT

Testimonial

- Promoting an idea or product through the use of an endorsement by a famous or unknown individuals



Transfer

- Promoting an idea or product through the use of a well known symbol so people will transfer the positive feelings they have for the symbol to the person or thing being promoted

