

Animal farm propaganda assignment

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“ One false step and our enemies would be upon us. Surely, comrades, you do not want Jones back? ” The characters of Animal Farm were deceived by many types of propaganda used by Napoleon and Squealer to twist the animals’ minds to be in favor with any manipulative ideas that were used against them (70). Squealer had stated above that the notorious farmer Jones would return to the farm if the pigs are not well taken care of to make sure Minimalism does not fail.

Squealer was using a orphaned approach called “ appeal to fear” to alter the other animals’ focus onto defending from their worst fear. This is just a minuscule display of the many uses of propaganda demonstrated in Animal Farm. Language is a useful but also dangerous means of social control but for one to avoid being manipulated they must think for one’s elf and break the restricting chains of Ignorance and be released into the freedom of Independence. The pigs Napoleon and Squealer were clever and selfish leaders who would do anything to receive what they sought out.

Their weapon of choice was language and propaganda to control the barn. For example, to gain more power Napoleon confiscated the puppies of Jessie the Dog and told her that it was strictly to give them the proper education, while their “ education” taught them that Snowball was their enemy and he needed to be exiled. One could say that Napoleon and Squealer instrumented the type of propaganda called Glittering Generality by using only a half-truth to force Jessie the Dog to sacrifice her puppies. By using this type of orphaned they successfully swindled Jessie and won power over everyone in the farm.

Language and propaganda are dangerous tools that can control the masses. In the exact ways shown in Animal Farm, all corporations and politicians use propaganda to corrupt the public's minds to think in any way they find useful. Examples are shown everywhere we look: television, magazines, billboards, restaurants, even our own parents. For politicians, the most common type of propaganda shown is the Personal Attack Fallacy, when they attempt to demonstrate all the flaws of the one running against them.

The Personal Attack Fallacy is a cowardly strategy used when politicians have ran out of good things to say about themselves and have resorted to proving the opposing man is worse than he is. Other models of propaganda can be found in commercials, no matter what is being advertised. An abundance of make-up commercials have a famous actress endorsing their product, this propaganda is called the Testimonial approach. Testimonials work because it causes the populace to desire to look as beautiful as her or be as cool as IM or have as much fun as they are.

Propaganda basically plays into our human instinct to be jealous of one another. To break one's chains of ignorance one must learn the great deal of propaganda used everywhere around us and question what is said to come to discover the truth. Propaganda used is the exact types used today on everyone. By questioning what is said the public would be showing their independence and would have a fresh start to become informed voters, sellers, workers, and buyers.