Visual Argument & Propaganda

YOU WRITE WHAT YOU'RE TOLD!

THANKS, CORPORATE NEWS!
We Couldn't Control The People Without You

A MESSAGE FROM THE MINISTRY OF HOMELAND SECURITY

MINISTRY OF PROPAGANDA
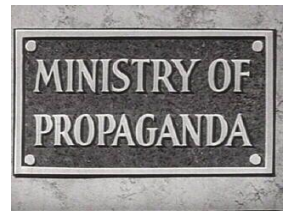
DIRECTIONS: Read through the following choices and identify which assignment you are doing. You may work individually or in a group of 2-6. Then do the following:

(1) **Plan Your Ad:** Fill out the "Planning Your Advertisement" worksheet.

(2) **Create Your Ad:** Create a visual argument (PPT ad, posters, storyboard for a commercial, animation, or a video) that uses ethos, pathos, and logos as well as three types of propaganda.

Each person will be responsible for creating an ad/poster for your campaign (i.e. 2 people = 2 ads, 3 people = 3 posters, etc.), or acting in your commercial, writing/ creating/speaking for your animation, or being responsible for a page in your storyboard

(3) **Explain Your Ad: Each person** will need to write a project connection page where you **write** out an explanation of your visual argument: **WHAT ARE** the examples of ethos, pathos, logos, and propaganda you created in your product, and **WHY do** these examples qualify as that appeal and/or that propaganda type?

Ad Campaigns

1. **SNACK ATTACK!** Each group is now an advertising agency. You have been hired by the humans to create a commercial for a new food product to sucker the pigs into buying (You can be as creative as you want regarding your new snack, but it must be edible!) You must decide: What food product are you selling? What does your audience care about? What advertising strategies will you be using? You will need to use the rhetorical appeals and at least three of the types of propaganda – sell your product!

   FIND EXAMPLES: For each type of propaganda you use in your campaign, **as a group**, find an example of this type in the book. Include a quote and page number from *Animal Farm* on the back of your product, labeling and explaining the type of propaganda for your book example.

2. **VOTE FOR NAPOLEON!:** Napoleon and Squealer have come to Leander! And Napoleon has enlisted you as campaign manager. Choose three types of propaganda and create posters persuading students to Vote for Napoleon, hate the opposing candidate (Snowball of course), or support some project that your candidate would approve of (less food? More barley? Lotsa moola?). Include a caption on back of each poster labeling the type of propaganda you used.

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3. **NO WAIT! VOTE FOR SNOWBALL!:** Snowball is trying to take back the farm! Choose three types of propaganda and create posters from Snowball's camp persuading animals to support Snowball, rebel against Napoleon, get other farms to rebel, or some other project that you think Snowball would approve of. Include a caption on back of each poster labeling the type of propaganda used.

   FIND EXAMPLES: For each type of propaganda you use in your campaign, **as a group**, find an example of this type in the book. Include a quote and page number from *Animal Farm* on the back of your product, labeling and explaining the type of propaganda for your book example.

4. **PSA:** Public Service Announcement time – people are often informed of serious issues through advertising, which often use heavy emotional appeals to get people involved. Create advertising making your audience aware of the injustices of the farm or of humans. Educate them and make them aware. Examples (humans): puppy drowning, knacker-selling, general slaughter, (pigs): exile, puppy-knapping, starvation of animals, knacker-selling, and also general slaughter. You will need to use rhetorical devices and at least three techniques/fallacies.

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