

## Animal Farm Propaganda Poster Activity

### Propaganda fulfils these qualities:

- It presents an issue in a very subjective and often misleading light, primarily meant to persuade rather than inform.
- It uses catchy slogans and images to attract the attention of the audience.
- It targets a specific audience with a specific purpose.

### TASK:

Select an animal whose popularity needs a boost or select a “cause” (such as *animalism*).

You may also select a leader or a cause truly deserving of your support, or you may select one that is not to **create a propaganda poster that illustrates an issue** facing the animals. Examine WWI and WWII propaganda posters (especially from the Soviet Union) to get ideas. **Be prepared to present it to the class.** – Due Tuesday,

October 11, 2016



### Include the following within your poster:

1. **Poster:** Must be 12 x 18 (nothing larger or smaller, I will provide you with this).
2. **Propaganda:** Your poster should have a message and use one of the propaganda techniques discussed in class - You can only use ONE! (Bandwagon, Testimonial, loaded word, misuse of statistics, name calling or stereotyping, plain folks, snob appeal, transfer)
3. **Color.** At least three. Look at the strong colours such as black, red and blue – what do these colours portray? How can you use them to your advantage?
4. **A slogan.** Flashy words or title that attracts the viewer’s attention and is tied to the issue from the novel.
5. **Paragraph(s)/Presentation.** Write *at least* a paragraph on the poster explaining what your poster is meant to represent and be ready to present it to the class. Make sure you answer these questions in your paragraph/speech:
  - What event or issue in the novel is this poster about? Be specific.
  - What propaganda technique does your poster use? Why is it effective?
  - Why is your slogan appropriate?

## Rubric: Propaganda Poster

Task	What you need to get point	Total	Comments
<b>Poster</b> 10 points	<ul style="list-style-type: none"> <li>• Poster is 12 x 18.</li> <li>• Poster conveys the importance of the issue from the novel</li> <li>• No Spelling, grammar, and punctuation errors</li> </ul>		
<b>Propaganda</b> 10 Points	<ul style="list-style-type: none"> <li>• Uses one propaganda technique and it is easily identified</li> <li>• includes slogan(s) and propaganda techniques with a high degree of effectiveness</li> </ul>		
<b>Color</b> 5 points	<ul style="list-style-type: none"> <li>• Neat and colorful.</li> <li>• Uses strong colours such as black, red and blue to portray a message.</li> </ul>		
<b>Paragraph</b> 15 points	<ul style="list-style-type: none"> <li>• Answered the three questions in your paragraph without any grammatical or punctuation errors.</li> <li>• includes details that show thorough knowledge and understanding of the selected issue facing the animals and propaganda technique used</li> </ul>		
<b>Presentation</b> 10 points	<ul style="list-style-type: none"> <li>• shows a high degree of effectiveness in conveying information and ideas to others</li> </ul>		
<b>Total</b>		<b>/50</b>	

