

“Animal Farm” – Propaganda Ads Project

Select two ads which you feel have effective propaganda techniques. These ads should appeal to your gut feelings instead of your intellects. Once you have selected your ads, complete the following:

1. Explain whether this ad uses propaganda techniques as we’ve discussed in class.
2. Describe/explain the techniques used and how exactly the ad uses each technique.
3. Explain what emotion(s) this ad appeals to? For example, fear, guilt, hope, etc.
4. For each emotion, explain how exactly it appeals and what it offers in relation to that emotion.
5. What I’m asking you to consider is – What does this ad propose that we do about our fear or our guilt? What does it offer us to hope for? What does this product have to do with these emotions?
6. What specific “doublespeak” words or phrases are used here?
7. What do these words/phrases really mean? Why did the ad creators choose to use doublespeak instead of the real words? In other words, what different effect does the doublespeak have?
8. How effective is this ad?

You will be working in pairs on this assignment. You will be evaluated on your ability to present ideas/analysis to the group. You will be required as a pair to share your analysis, look at your audience/peers, and speak slowly and clearly. Each individual will receive a score out of 15 points based on your ability to do the above things during this discussion/presentation.

