

## ***Animal Farm* Group Propaganda Project - 75 summative points**



*Propaganda plays a critical role in Animal Farm, and also in the real world. While reading the novel, small groups in your class will be enforcing an oppressive rule during designated class periods, and will be presenting original pieces of propaganda with the purpose of convincing the class to accept their rule.*

### **Instructions:**

1. With your group, come up with an **oppressive rule** (for example, everyone must write with their non-dominant hand today) that your class must follow on the day of your group's presentation. Be sure you can think of at least three reasons why students should accept this rule, however outlandish it is. You will be using propaganda to convince your class to accept your rule.
2. Turn in a **proposal** to Mr. Beatty for approval. *This is supposed to be fun and a little ridiculous, but is not intended to make everyone miserable, so be sure that your rule is reasonable, school appropriate, and not dangerous or harmful to anyone in any way. BE CREATIVE!*
3. After your rule has been approved, work with your group to think of at least three reasons why students in your class should accept this rule. You will record all of this in a Google Doc later. Here are some questions to guide you:
  - a. How does your rule serve the greater good?
  - b. How does your rule protect students?
  - c. How does your rule make life easier for students?
  - d. How will your rule benefit students in the future? Etc.
4. Now you will create an original **propaganda poster** with your group. Your poster is intended to help convince the class to accept your rule. Your poster should:
  - a. Use at least two **propaganda techniques** to persuade its audience (refer to your handout) to accept your rule
  - b. Include a slogan/catchphrase
  - c. Include images and be colorful
5. Every student in your group should complete the assignment in Google Classroom (titled Propaganda Project Write-Up). You will explain the reasons why students should accept your rule, and also identify and analyze the propaganda techniques used in your poster.
6. Finally, give your group a name as if you were a political party. Base your name on your proposed rule.
7. **EXTRA CREDIT OPPORTUNITY:** For 10 points of extra credit, your group should compose and perform an original anthem song (think "Beasts of England") in support of your rule. Groups will sing this song beautifully on the day of their presentation.

**Presentation:** Each group will present their rule, explanation for why the class should accept it, and their propaganda poster on designated class periods. If the class votes to accept your rule, it will be enacted for the remainder of the class period when your group presents. Your presentation must:

1. Be 3-5 minutes in length
2. Clearly present the oppressive rule your group has come up with.
3. Include a clear and thorough explanation of at least three reasons why the class should accept this rule.
4. Present your propaganda poster and briefly explain how it supports your argument.

The class will then vote to determine whether or not your rule will be accepted. A simple majority vote will decide the outcome.

**Grading:**

- **Group grade:** Presentation is worth 50 summative points (rubric below)
- **Individual grade:** Propaganda Project Google Doc (in Google Classroom) is worth 25 summative points

**Presentation Rubric:**

A Range	B Range	C Range	D Range	F
Presentation of proposed rule and explanation for its acceptance is clear and highly persuasive.	Presentation of proposed rule and explanation for its acceptance is clear and somewhat persuasive.	Presentation of proposed rule and explanation for its acceptance is brief and at least somewhat clear, but is brief or unpersuasive.	Presentation of proposed rule and explanation for its acceptance is unacceptably brief and/or unclear.	No presentation of proposed rule and/or no explanation for its acceptance.
Propaganda poster thoroughly and creatively meets all requirements; explanation of how poster supports argument is clear and persuasive.	Propaganda poster meets all requirements; explanation of how poster supports argument is clear.	Propaganda poster meets most requirements; explanation of how poster supports argument is somewhat clear.	Propaganda poster meets some/few requirements; explanation of how poster supports argument is missing or unclear.	No propaganda poster.
Presentation is between 3-5 minutes in length; all students contribute to presentation equally	Presentation is between 3-5 minutes in length; some students contribute more/less than others	Presentation is fewer than 3 minutes in length; some students contribute more/less than others	Presentation is fewer than 3 minutes in length; some students do not contribute to presentation at all	Presentation is unacceptably brief