Animal Farm Propaganda Through ALICE Programming
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Students will be reading Animal Farm by George Orwell. They will be learning about propaganda techniques during the course of the novel. Students will need to present an argument and illustrate a chosen propaganda technique. Students will then analyze the effectiveness of “print” versus multimedia propaganda.

ALICE will allow students to create both forms of propaganda and practice propaganda techniques. It will be a tool for them to present their side’s argument.

**Common Core Standards**
- **L.8.5**—Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.
- **W.8.1**—Write arguments to support claims with clear reasons and relevant evidence
- **RL.8.6**—Analyze how differences in the points of view of the characters and the audience or reader (e.g., created through the use of dramatic irony) create such effects as suspense or humor.

**Previous Lessons**
1) Reading of Animal Farm and textual analysis
2) Introduction to Propaganda techniques
3) Discussion and viewing of various examples of propaganda techniques in the world around us as well as those found throughout Animal Farm
4) Introduction to the basics of ALICE programming

**Animal Farm Propaganda Project**

There are **THREE** parts to this propaganda project.
1. Propaganda Poster
2. Propaganda Commercial
3. Paper

**Part One: Propaganda Poster (20 points)**
You will be assigned a side (Napoleon vs. Snowball). You will create a poster (one Alice frame/no animation) for that side. Posters should reflect the windmill building campaign on the farm before Snowball expulsion.

You will be graded on creativity and depiction of propaganda technique. Be sure to consult your propaganda notes (you will have to write about the techniques used in your poster).
Part Two: Propaganda Commercial (40 points)
You will create a 20 second commercial for that side in Alice. If you were assigned Napoleon, you will create a video to persuade people the greatness of Animal Farm. If you were assigned Snowball, you will create a video to persuade the overthrow of Animal Farm’s current state.

You will be graded on creativity, delivery of idea/message, and length. Be sure to consult your propaganda notes (you will have to write about the propaganda techniques used in your commercial).

Part Three: Paper (40 points)
You will write a ONE page paper on explaining their poster and commercial. Papers must be one page, typed, double space, and 12 point Times New Roman font. You will answer the following within your paper:

1. Which propaganda techniques are used in the poster? How do you demonstrate those techniques?
2. Which propaganda techniques are used in the commercial? How do you demonstrate those techniques?
3. What are the benefits to print (posters) propaganda? What are the disadvantages for print propaganda? What are the benefits to multimedia (commercial) propaganda? What are the disadvantages for multimedia propaganda?
4. Which method (print or multimedia) is better for propaganda? Why is that method stronger?

You will be graded on format, thoroughness in answering the prompt questions, accuracy of propaganda technique identification, and grammar.