Animal Farm

Propaganda Project

For this project, you will be asked to choose one of the four options described on the next page. Your completion of this project will be indicative of your understanding of propaganda's function and potential influence over the masses. If you think of your own idea for a propaganda project and wish to complete that as your assessment instead, inform me of your intent in your project proposal so I can either approve your choice or discuss other options with you. In conjunction with the project, you will also be required to write a 1-2 page explanation, indicating why you chose the project you did, and what you are attempting to convince your audience of with your project.

Grading

You will be graded on the following:

1. How persuasive are you? The goal of propaganda is to convince your audience to think the way you want them to think. Consider this in your approach. (35%)

2. How creative are you? I expect you to take your time on your project and put your best effort into coming up with something unique. You won't be graded on artistic skill necessarily, but you are expected to do your best and present something organized and professional. Remember, you must approach your project from the perspective of the pigs in *Animal Farm*. (25%)

3. How clear is your explanation paper? Your explanation paper should cover the topics indicated above. Note that failure to include this piece with your project will drop your grade down by 10 percent automatically. (10%)

4. How well do you understand the material? Completing your project should demonstrate to me your understanding of the concept of propaganda as presented in *Animal Farm*. (30%)