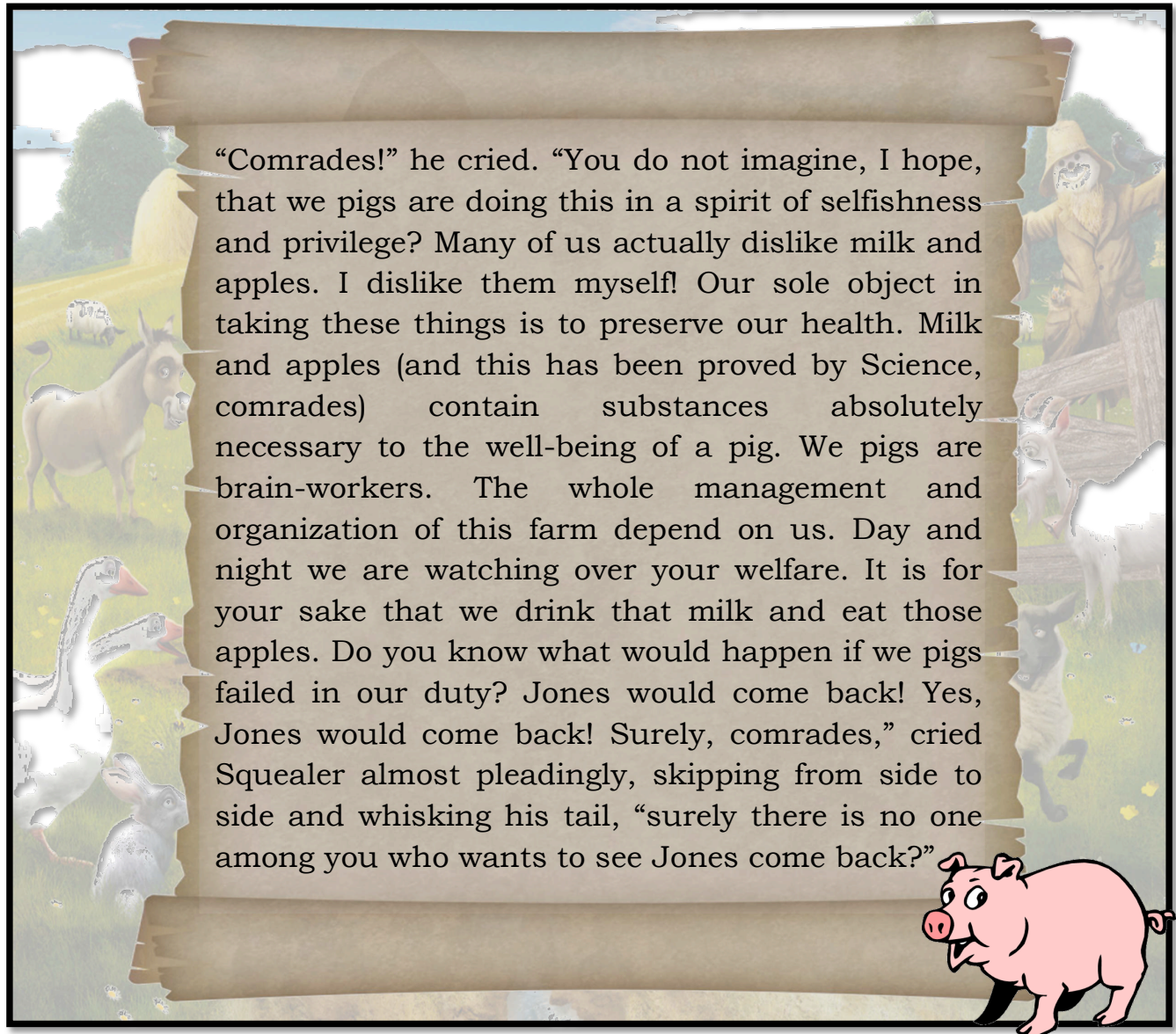# Persuasive language being used as Propaganda

Propaganda is when information – usually biased information – is used to promote a political cause or point of view.

This is clear in the novel *Animal Farm* by George Orwell. He shows how those who can use language persuasively, can get away with almost anything. The following extract is from the novel, just after the pigs have stolen the milk and apples. The main propagandist, Squealer, is trying to cover up the pigs' theft using the power of persuasive language.

Would you be persuaded?

> "Comrades!" he cried. "You do not imagine, I hope, that we pigs are doing this in a spirit of selfishness and privilege? Many of us actually dislike milk and apples. I dislike them myself! Our sole object in taking these things is to preserve our health. Milk and apples (and this has been proved by Science, comrades) contain substances absolutely necessary to the well-being of a pig. We pigs are brain-workers. The whole management and organization of this farm depend on us. Day and night we are watching over your welfare. It is for your sake that we drink that milk and eat those apples. Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones would come back! Surely, comrades," cried Squealer almost pleadingly, skipping from side to side and whisking his tail, "surely there is no one among you who wants to see Jones come back?"

Can you identify the persuasive techniques that Squealer uses?

1) Underline any examples of repetition used in the extract.
2) Highlight any examples of rhetorical questions posed by Squealer.
3) Circle any outright (and outrageous!) lies, which Squealer tells.
4) Put a square around any time Squealer pinpoints the enemy.
5) Star any example of when Squealer is 'selective' with his information.