

Prompt 1: How is propaganda used to control the animals?

Sample A

The pigs used faulty cause and effect and scapegoat propaganda in order to keep the tractable animals from believing that Napoleon is a bad leader. In Chapter 5, the preeminent pig Napoleon told the animals, "Discipline, comrades, iron discipline. That is the watchword for today. One false step, and our enemies would be back upon us. Surely, comrades, you do not want Jones back"(39). Napoleon wants the animals to believe what he does is right, so he uses faulty cause and effect propaganda to convince the animals that if you don't listen to him, Jones will come back to the farm. Napoleon uses this propaganda to abolish any doubt that the animals could have against his leadership; therefore, Napoleon will be able to stay in his position as leader because of the fear the animals have of Jones returning. Napoleon also uses scapegoat propaganda to make sure that all the other animals don't think of picking another leader. When the windmill broke down Napoleon said "Do you know the enemy who has come in the night and overthrown our windmill? SNOWBALL" (49). Although the wind had brought down the windmill, Napoleon uses scapegoat propaganda to make animals' hatred for Snowball increase. Without the animals being irrevocably loyal to Snowball, Napoleon wouldn't have to worry about him coming back to takeover; the animals would never trust Snowball. By using propaganda the pigs were able to make sure that the animals never failed to believe in Napoleon.

Sample B

The pigs control the animals by scaring and tormenting them with faulty cause and effect propaganda. They threaten the animals by saying, "surely none of you wishes to see Jones back?" (Squealer 48) when the animals were questioning why the pigs would obtain the privilege of sleeping in bed. This is faulty cause and effect because if the animals don't obey the pigs' new rules it does not mean Mr. Jones will come back to the ranch, the pigs' machinations cause the animals to be frightened because of the negative connotation to Mr. Jones' name. In the same way, Squealer tells animals that pigs drink milk and eat apples for animals' sake: "It is for your sake that we drink milk and eat apples. Do you know what would happen if we pigs failed our duty?", and uses Mr. Jones as a threat: "Jones would come back! Yes, Jones would come back!" (Squealer 25). This faulty cause and effect because the pigs eating and drinking apples and milk will not protect the animals from Mr. Jones coming back to the farm. In conclusion, the pigs use the fact that the animals are scared and scarred by Mr. Jones to control and manipulate them.

Sample C

The pigs use bandwagon and scapegoat propaganda to control the animals on the farm by uniting them against a common enemy. When the Sheep were too unintelligent to learn the principals of Animalism, Snowball reduced them to the maxim "Four legs good two legs bad" (Orwell 24). By doing this, the Sheep are unintentionally spreading bandwagon propaganda to the other animals. The pigs then use this to control them by uniting the animals through hatred of humans, so they can be more easily manipulated. This same tactic is used by Napoleon after the destruction of the windmill. Upon seeing the destroyed structure he proclaimed, "Do you know the enemy who has come in the night and overthrown our windmill? SNOWBALL!" (Orwell 49). By using this scapegoat propaganda, Napoleon gains power by shifting the blame for his errors on someone else to preserve his authority and respect. By painting Snowball as an ignominious villain who deserves violent retribution, he plants the idea in the animals' heads that he is the only one who can stop Snowball, and therefore the only one capable of leading the farm. These strategies and tactics by the pigs made the other animals more susceptible to their will, and therefore easier to control.

	Exceeds Expectations 5/5	Meets Expectations 4/5	Does not meet expectations 3/5	Incomplete 0-2/5
Answering the prompt	Prompt is answered and proven with nuanced discussion of evidence from the text.	Topic sentence answers prompt. Commentary supports the topic sentence.	Prompt is answered, but the commentary does not connect back.	Prompt is not answered, writing is summary or restates quote.
Use of Evidence	Two quotes are seamlessly integrated in with the writer's own writing.	Two quotes from the story are used, and are related to the prompt. Both quotes are introduced. Both quote have MLA citation.	Evidence is off-topic. Quote introduction is attempted. MLA citation is attempted, but incorrect.	Less than two quotes are used. Quotes are not introduced. Quotes do not have citation.
Writing and language	Includes and correctly uses more than two vocabulary words. Writing has two or less grammar/ spelling errors.	Includes and correctly uses two vocabulary words. Less than 5 grammar and usage errors that do not interfere with meaning.	Incorrectly uses vocabulary. Several grammar errors that do not interfere with meaning.	Vocabulary is not underlined or included. Grammar errors interfere with meaning.

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Writing and language	Correctly uses more than two vocabulary words. Writing has two or less grammar/spelling errors.	Includes and correctly uses two vocabulary words. Less than 5 grammar and usage errors that do not interfere with meaning.	Incorrectly uses vocabulary. Several grammar errors that do not interfere with meaning.	Vocabulary is not underlined or included. Grammar errors interfere with meaning.

Sample Paragraph analysis- COMMENTARY