

Name: \_\_\_\_\_

Per: \_\_\_\_\_

Date: \_\_\_\_\_

## Animal Farm Propaganda Project

You get to create a **propaganda poster** of your own inspired by the **characters and events of *Animal Farm***!

**Worth:** 40 points  
**Due:** M, 18 March 2019

### THE BREAKDOWN

**THE POSTER (page one):** Choose **ONE character** from *Animal Farm* (Napoleon, Snowball, Squealer, or anyone else) that you believe **SHOULD be in charge of the farm**. Then, create a **campaign poster to support that character**. It must include all of the following:

- One **image or multiple images** that represent your message.
- Some sort of **slogan or phrase** that helps represent your message.
- Use of at least **TWO of the propaganda techniques** we discussed in class
  - Name Calling
  - Scapegoat/Common Enemy
  - Repetition
  - Glittering Generalities
  - Bandwagon
  - Plain Folks
  - Fear
- **Evidence** that you have actually **read the book and know your character**.
- Some **creativity** and **political flair**.

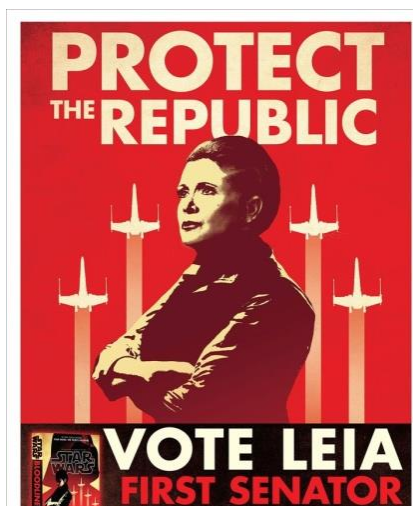
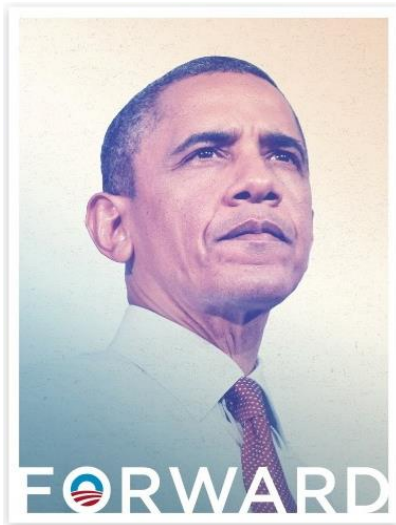
**THE EXPLANATION (page two):** **Explain**, in at least **five sentences**, the **process** by which you created this poster and provide your **reasoning** for these choices based on **evidence** from the text. This explanation must include the following:

- **1-3 sentences** explaining which **character** you chose, which **techniques** you used, and **how the elements you put in your poster represent those techniques**.
- **2-4 sentences** explaining **how your poster accurately represents your character**—this should include at least **one quote from the text, written in MLA format**.



## THE RUBRIC

Element	Awesome! (5)	Getting There... (4)	Needs Work. (3)	RUH ROH ☹ (2 and below)
<b>Propaganda Techniques</b>	There are TWO techniques used; both techniques are used accurately and make sense	TWO techniques are used, but they are not used entirely correctly	Only ONE technique is used; does not reflect understanding of technique fully	No techniques used in poster.
<b>Written Explanation</b>	Writing clearly explains entire poster. Explanation includes all important elements. Explanation is at least five sentences long.	Writing explains most of poster, but misses some things. Writing does not include textual evidence, or textual evidence doesn't fit. May or may not be less than five sentences.	Writing barely explains poster, leaving multiple gaps. Writing is less than five sentences.	There is no explanation present.
<b>Character Accuracy</b>	Poster accurately represents character traits; it's clear that student understands character and has read the book.	Poster mostly represents character traits; student has read the book but may have misunderstood a few things.	Poster sort of represents character traits, but contains inaccuracies. It's possible student hasn't read much.	Poster has no connection to accurate character traits.
<b>Overall Quality and Conventions</b>	Poster is organized and easy to read and understand. It is clear student has put in quality time. All directions have been followed  Everything is written in the best grammar possible; All MLA citations are correct. Everything is neat and organized.	Poster is mostly easy to read and understand. It is clear student has put in quality time. Most directions have been followed  A few grammar errors are present; All MLA citations are correct. Everything is mostly neat and organized.	Poster is not very organized. Appears to have been created quickly without much care. Few directions have been followed  Grammar errors distract the reader. MLA citations are incorrect. Work is messy.	Poster is a hot mess or non-existent. Project is messy and difficult to read/understand.  Grammar errors distract reader from understanding work.



Total Points Earned: \_\_\_\_ X2= \_\_\_\_ /40

Letter Grade Earned: \_\_\_\_\_

