

Name: _____ Date: _____

Argumentative Brainstorming Page

Prompt: How does old Major use propaganda techniques to influence the animals' behavior?

Technique	Definition	Examples
name-calling	connects a person or idea to a negative symbol	
glittering generalities	using positive but vague words to make ideas seem good without specific evidence	
transfer	associates a product or idea with a positive symbol, making the former seem trustworthy or desirable	
testimonial	when a respected or famous person endorses a product, candidate, or idea, leading the audience to connect that person's traits to what they are endorsing	

plain folks	makes rich and famous people seem like regular, everyday people so their ideas or products appear relatable and beneficial to everyday people	
bandwagon	convinces audiences to believe, desire, or do something because many others seem to	
fear	exaggerating the negative consequences of failing to take a specific course of action	
scapegoating	when blame for a problem is unfairly placed on one person or group	
gaslighting	aims to confuse a victim and undermine their sense of what's real	