

Sample 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	<ul style="list-style-type: none"> • "The life of an animal is misery and slavery" (7) • "Man serves the interest of no creature except himself" (10) • "All men are enemies" (10) • "All the habits of man are evil" (11) • "Tyrant man" (12)
glittering generalities	using positive but vague words to make ideas seem good without specific evidence	<ul style="list-style-type: none"> • "living in a comfort and a dignity" (7) • "we could become rich and free" (9) • "justice will be done" (9) • "Perfect unity, perfect comradeship" (10) • "All animals are comrades" (10) • "we are all brothers" (11) • "All animals are equal" (11) • Most of "Beasts of England" (12–13)
transfer	associates a product or idea with a positive symbol, making the former seem trustworthy or desirable	<ul style="list-style-type: none"> • All of "Beasts of England" (12–13) •
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	<ul style="list-style-type: none"> • "I have had much time for thought. . . I understand the nature of life on this earth . . ." (6) • "words, I am certain, which were sung by the animals of long ago and have been lost to memory for generations" (11–12) • "Hearken to my joyful tidings of the golden future time" (12)
plain folks	makes rich and famous people seem like regular, everyday people so their ideas or products appear relatable and beneficial to everyday people	<ul style="list-style-type: none"> • n/a •

bandwagon	convinces audiences to believe, desire, or do something because many others seem to	<ul style="list-style-type: none"> ● "You cows . . . ? And you hens . . . ? And you, Clover . . . ?" (8) ● "Beasts of England, beasts of Ireland, beasts of every land and clime" (12) ● "we all must labor . . . All must toil for freedom's sake" (13)
fear	exaggerating the negative consequences of failing to take a specific course of action	<ul style="list-style-type: none"> ● "But no animal escapes the cruel knife . . . To that horror we all must come" (9) ● "cut your throat and boil you down for the fox-hounds" (9) ● "Jones ties a brick round their necks and drowns them" (9)
scapegoating	when blame for a problem is unfairly placed on one person or group	<ul style="list-style-type: none"> ● "Man is the only real enemy we have" (7) ● "all the evils of this life of ours spring from the tyranny of human beings" (9)
gaslighting	aims to confuse a victim and undermine their sense of what's real	<ul style="list-style-type: none"> ● n/a ●