

## Sample Argumentative Multi-Paragraph Outline

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

<p>Claim: Old Major uses the propoganda techniques of fear and glittering generalities to convince the animals that they should rebel against their human masters.</p>	
<p>Reason 1: Fear</p>	<p>Topic Sentence: <u>At the beginning of his speech, old Major repeatedly uses the propoganda technique of "fear" to suggest the animals' lives are in danger from humans.</u></p> <p>Supporting Details:</p> <ul style="list-style-type: none"><li>● Fear = exaggerating the negative consequences of failing to take a specific course of action</li><li>● old Major → scares animals with vivid descriptions of their deaths</li><li>● "scream your lives out" (9)</li><li>● "cut your throat and boil you down" (9)</li><li>● "ties a brick round their necks and drowns them" (9)</li><li>● Humans → cause of animals' pain and suffering</li><li>● Animals → avoid terrible fate by rebelling</li></ul>
<p>Reason 2: Glittering generalities</p>	<p>Topic Sentence: <u>As the speech progresses, old Major uses glittering generalities to demonstrate how good life could be if the animals rebelled against humans.</u></p> <p>Supporting Details:</p> <ul style="list-style-type: none"><li>● Glittering generalities = using positive but vague words to make ideas seem good without specific evidence</li><li>● old Major → describes how life after humans could be better</li><li>● old Major wants animals to seek happiness and fulfillment</li><li>● "living in a comfort and a dignity" (7)</li><li>● "we could become rich and free" (9)</li><li>● Words about utopia contrast with earlier descriptions of death</li></ul>