*Animal Farm* Propaganda Project

For this project, you will be creating your own Utopian (or Dystopian) society!

***What is Utopia?*** *An imagined place or state of things where everything is perfect.*

***What is Dystopia?*** *An imagined state where everything is bad (although it might sound good if you don’t know any better). A utopia gone wrong!*

1. **Write a 3-4 paragraph description of your society— Due: Thurs. Oct. 5th**

* Typed, double-spaced, Times-New-Roman, 12-point font
* The description should include details about your society’s culture, economy, religion, customs, holidays, laws, etc. (Think about the types of things that a real country needs to have). This should be your first 2 paragraphs.
* Once you have described your country, explain whether or not you think your society ***actually could*** have the potential to be perfect. Make sure you think about what could possibly go **WRONG** in your society. What might make it ***less than perfect***or accidentally turn your ***utopia*** into a***dystopia***? This should be your last 1-2 paragraphs.
* This portion of the project is NOT meant to be persuasive; instead, it is an honest look at how realistic your ideas are.

1. **Create a tri-fold travel brochure to advertise your country & persuade people why they should want to live/ visit there— Due: Thurs. Oct. 12**

* This may be done either by hand or on the computer (there is a brochure wizard on Microsoft Word with pre-prepared layouts if you want to try using one). Either way, your pamphlet must be neat and attractive!
* Your brochure must include at least three (3) pictures that represent three (3) different aspects of life in your society.
* On the front of the flyer, you should have the name of your society prominently displayed, as well as a **motto** and **logo** for your society.
* Make your flyer as convincing as you can—even if that means taking it to the point of ridiculous (remember that propaganda is often misleading and appeals to the emotions).
* Your brochure must make use of at least three (3) of the propaganda techniques that we learned about in class.

1. **Oral Presentation— Presentations Begin: Tues. Oct 17**

* You will be giving a 2-3 minute oral presentation about your society, trying to convince the listeners why it would be the perfect place to live.
* Your presentation should include at least (3) of the propaganda techniques that we learned about in class.
* You should include some information about your society—but it may be skewed so that you only reveal the good parts. (For example, if your society is a dystopia under tyranny, you certainly wouldn’t tell your listeners that part)
* You are allowed to use notecards, but you should not read straight from them (see notes on public speaking below).
* For extra credit, you may create a PowerPoint presentation or a poster board to enhance your presentation.
* You will also be graded on how well you participated as an ***audience member*** during your classmates’ presentations.

Remember, when you are giving a presentation:

* **Make eye contact** with your audience or listeners. This makes everyone feel involved and included.
* **Speak clearly** and in a way that is easily understood. Do not whisper but do not yell either. Do not mumble. Speak at a pace that is not too fast or too slow.
* **Emphasize** **where needed**. It may be appropriate for you to repeat your main point(s) several times and/or at the end of your presentation.
* **Use visuals, graphics, and/or pictures**. These make your presentation easier to understand, more interesting, and eye-catching. [Optional]
* **Be prepared**. Have all materials, visuals, notes, etc. ready before you present.
* **Use notes sparingly** and only as needed. If you do use notes, do NOT read them word for word. Anyone can READ your information. You need to PRESENT it to others. If you get nervous easily, you may want to have notes, but just to fall back on in case you forget what to do or say.
* **Know your information or topic very well.** You are the expert.If you are trying to persuade people or make them believe in what you are presenting, you need to know your information.
* **Practice your presentation**. The more you review your information and practice, the better your presentation will be. Practice your presentation in front of your parents, siblings, friends, the mirror, dog, or anyone that will listen!

**Description Essay Rubric:**

|  |  |  |
| --- | --- | --- |
|  | **Points Possible** | **Points Earned** |
| **Correct Format (3-4 paragraphs, 12-point font, TNR, double-spaced)** | **5** |  |
| **Spelling & Grammar** | **5** |  |
| **Detailed description of culture, customs, economy, etc. of your country** | **15** |  |
| **Clear explanation of just how “perfect” your society would actually be** | **15** |  |
| **Total** | **40** |  |

**Brochure Rubric:**

|  |  |  |
| --- | --- | --- |
|  | **Points Possible** | **Points Earned** |
| **Neatness and attractiveness of presentation** | **5** |  |
| **Cover displays the country’s name, logo, and motto** | **5** |  |
| **At least three pictures that represent life in your country** | **15** |  |
| **At least three propaganda techniques are evident** | **15** |  |
| **Spelling & Grammar** | **5** |  |
| **Persuasive & Informative** | **10** |  |
| **Total** | **55** |  |

**Oral Presentation Rubric:**

|  |  |  |
| --- | --- | --- |
|  | **Points Possible** | **Points Earned** |
| **Preparedness/Not reading straight from notes** | **5** |  |
| **Speaking clearly; enunciating your words and not muttering** | **5** |  |
| **Poise and eye contact (were you shuffling your feet? etc.)** | **5** |  |
| **Volume and pace of your speech (could I hear and understand you)** | **5** |  |
| **At least three propaganda techniques are evident** | **15** |  |
| **How persuasive were you?** | **10** |  |
| **Total** | **45** |  |

**Audience Member:**

|  |  |  |
| --- | --- | --- |
|  | **Points Possible** | **Points Earned** |
| **Were you listening and attentive—without interrupting—during the other presentations?** | **5** |  |
| **Did you fill out the peer evaluations that you were assigned with helpful comments?** | **5** |  |
| **Total** | **10** |  |

***For additional extra credit***: you may write a 2-page (or longer) dystopian story that takes place in your society. Your story must have a main character who faces a conflict, as well as a beginning, middle, and end. TNR, double-spaced, 12-point font. (It is due by the end of the first quarter: **Thurs. Oct. 26th**)