

Animal Farm Campaign Commercial Project (44 points)

DIRECTIONS:

You are running for the office of President of Animal Farm. Which pig would you be, Napoleon or Snowball? Your task is to take the stance of either Napoleon or Snowball and create a campaign speech that is a **minimum of 30 seconds** and a **maximum of 60 seconds** in length. The speech that you write supporting your pig campaign candidate (Napoleon or Snowball) must use **at least one** propaganda technique (slogans, loaded words, powerful images, appeals to our fears, etc). Do not feel like you need to use all the techniques. Your campaign speech should create a strong emotional response in your audience. Your speech should touch upon tough issues and highlight why you should be in the highest position of Animal Farm. Remember, you are trying to persuade many different types of animals. Be specific and be creative!

Note: In addition to your speech, you will design a bumper sticker that uses propaganda to gain the attention of your citizens and persuade them to support you. Remember, you may choose one partner to work with on these projects, but you will **both** be responsible for equal contributions to the final products.

Rubric for commercial:

	10-8 points	7-5 points	4-2 points	1 point
Time Total: ____ out of 10 points.	Campaign speech lasts between 30 and 60 seconds and is delivered smoothly.	Campaign speech lasts between 30 and 60 seconds, but it is delivered in a rushed manner.	Campaign speech lasts longer than 60 seconds.	Campaign speech lasts less than 30 seconds.
Content Total: ____ out of 10 points.	Content is intelligently organized and relevant to the novel.	Content is relevant to the novel, but it is disorganized.	Content is somewhat relevant to the novel, but it is disorganized.	Content doesn't connect to the story and is disorganized.
Propaganda Total: ____ out of 10 points.	Campaign speech has a strong, powerful message that clearly exemplifies at least one propaganda technique.	Campaign speech exemplifies at least one propaganda technique, but the message could be stronger.	Campaign speech exemplifies at least one propaganda technique, but the message is weak.	Campaign speech exemplifies at least one propaganda technique, but the message is unclear.

<p>Presentation</p> <p>Total: _____ out of 7 points.</p>		<p>Campaign speech is presented loudly, clearly, and eye contact is made with the audience.</p>	<p>Campaign speech is presented loudly, clearly, but eye contact is not made with the audience.</p>	<p>Although eye contact with the audience is established with the audience, the campaign speech is not spoken loud enough for the audience to hear.</p>
<p>Cooperation</p> <p>Total: _____ out of 7 points.</p>		<p>Campaign speech drafts and presentation show equal contributions from each partner.</p>	<p>Campaign speech drafts and presentation show some, yet not equal collaboration between partners.</p>	<p>Campaign speech drafts and presentation show little collaboration between partners.</p>

Total: _____ points out of 44 points.

Name: _____
 Period: _____

Bumper Sticker Assignment (16 points)

DIRECTIONS:

Think about all of the propaganda that we have discussed during this unit. One common form of propaganda is the bumper sticker. Think of a time that you have seen a bumper sticker that has caused some emotional reaction inside you. Your assignment is to create a catchy bumper sticker (using materials that I provide) supporting your pig campaign candidate (Napoleon or Snowball) using **at least one** propaganda technique (slogans, loaded words, powerful images, appeals to our fears, etc). Do not feel like you need to use all the techniques. Your bumper sticker should create a strong emotional response in your audience. Please refer to the rubric below to be sure that you meet the activity's requirements. Stickers are due on the day we view the commercials, and you will be expected to present your propaganda before the class. Good luck and be creative!

	5 points	4 points	3 points	2 points	1 point
Content Total: _____ out of 5 points.	Student created a bumper sticker with a strong message that clearly exemplifies at least one propaganda technique.	Student created a bumper that exemplifies at least one propaganda technique, but the message could be stronger.	Student created a bumper sticker that exemplifies at least one propaganda technique, but the message is weak.	Student created a bumper sticker that exemplifies at least one propaganda technique, but the message is unclear.	Student created a bumper sticker, but it does not exemplify a propaganda technique and the message is unclear.
Applying Total: _____ out of 5 points.	Bumper sticker makes strong connections to the novel as it shows support for Napoleon or Snowball.	Bumper sticker makes some connections to the novel as it shows support for Napoleon or Snowball.	Bumper sticker makes weak connections to the novel, but shows support for Napoleon or Snowball.	Bumper sticker makes weak connections to the novel and fails to show support for Napoleon or Snowball.	Bumper sticker makes no connections to the novel but shows support for Napoleon or Snowball.

<p>Creativity</p> <p>Total: _____ out of 3 points.</p>			<p>Bumper sticker presents unique ideas clearly invented by the student.</p>	<p>Bumper sticker presents ideas partially invented by the student.</p>	<p>Bumper sticker presents ideas, but it is clear they were not invented by the student.</p>
<p>Grammar and Spelling</p> <p>Total: _____ out of 3 points.</p>			<p>Students make two or fewer spelling and grammatical errors.</p>	<p>Students make three spelling and gramma- tical errors.</p>	<p>Students make four spelling and gramma- tical errors.</p>

Total points: _____ out of 16 points.