**Propaganda**is information spread in a specific way in order to influence people’s ideas and opinions or convince them to act in a certain way. The concept web below shows several types of propaganda found in *Animal Farm* along with their definitions. Record examples of these techniques in *Animal Farm* around the web or in your notebook.

**Plain Folks:** convincing people that the speaker is a regular person, just like them

**Scapegoating:** placing blame on another person or group to create a common enemy

## Types of Propaganda

**Repetition:** repeating a slogan many times

**Name Calling:** labeling someone or something in a negative light

**Gaslighting:**   
lying or misdirecting to make people doubt what they already know

**Fear:**   
making people feel threatened if they do not do as the speaker says