**Summative Assessment - Kellyanne Conway and Squealer Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Classwork Part One: Kellyanne Conway** <https://www.youtube.com/watch?v=C-7fzHy3aG0>

1. **Why** does Kellyanne Conway frequently appear in news interviews?

2. How would you **describe** Kellyanne Conway’s interview style?

3. Choose **ONE** of Kellyanne Conway’s interview techniques, and describe it below:

**Classwork Part Two: Squealer**

4. According to the handout, what is the purpose, or aim of ***progaganda*** (refer to the definition)?

5.What is Squealer’s role on Animal Farm?

6. How is Squealer similar to Kellyanne Conway?

**Squealer’s speech** uses many of the techniques of propaganda listed on the handout.

**On the back of this paper:**

**Go through the speech in fine detail and highlight or underline the techniques he uses listed in the boxes on the handout (selection, lying, repetition, pinpointing the enemy, assertion, rhetorical questions).**

"Comrades!" he cried. "You do not imagine, I hope, that we pigs are doing this in a spirit of selfishness and privilege? Many of us actually dislike milk and apples. I dislike them myself. Our sole object in taking these things is to

preserve our health. Milk and apples (this has been proved by Science, comrades) contain substances absolutely necessary to the well-being of a pig. We pigs are brainworkers. The whole management and organisation of this

farm depend on us. Day and night we are watching over your welfare. It is for your sake that we drink that milk and eat those apples. Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones

would come back! Surely, comrades," cried Squealer almost pleadingly, skipping from side to side and whisking his tail, "surely there is no one among you who wants to see Jones come back?"

 **Highlight or underline three of Squealer’s techniques. Identify those techniques above (6 points).**

**Paragraph: Write a paragraph that describes three of Squealer’s techniques: refer to the board for help (20 points). Include an introduction, a conclusion, and transition words.**

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|  **In *Animal Farm,* Squealer uses several techniques to justify the pigs’ confiscation of the apples and milk. For example, when he says \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ he is using the technique of \_\_\_\_\_\_\_\_\_\_\_\_\_ . In addition , when he says \_\_\_\_\_\_\_\_\_\_\_\_\_ he is using the technique of \_\_\_\_\_\_\_\_\_\_\_\_\_ . Furthermore, when he says \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ he is using the technique of \_\_\_\_\_\_\_\_\_\_\_\_\_ . In conclusion, Squealer is a \_\_\_\_\_\_\_\_\_\_\_\_\_ character, whose purpose is to \_\_\_(question 5’s answer)\_\_\_\_.** |  |

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**confiscation of the apples and milk. For example, when he says \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, he is using the**

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