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CHAPTER 3

THE FARM PROSPERS

Plot

The events of Chapter 3 can be divided into five sections:

1. The animals cooperate and successfully get the harvest in. Boxer works heroically. Work proceeds smoothly for the remainder of the summer.
2. Sundays are set aside for flag hoisting, meetings and planning the week's activities. The animals vote on resolutions put forward by the pigs. Napoleon and Snowball often disagree.
3. Snowball organises work committees. The animals are taught to read. Because some animals struggle with learning, Snowball devises a simple slogan, *Four legs good, two legs bad*. The sheep continually chant it.
4. Napoleon shows no interest in these committees. He states that the education of the young is more important. He also takes over the education of nine puppies, which he keeps in a loft of the harness-room.
5. The pigs reserve the milk and apples for themselves. Squealer explains this by saying that brain-workers – the pigs upon whom everyone depends – need special food, otherwise Mr Jones would come back.

Orwell intends that these events be interpreted in a far broader fashion. Link the following to the above events; discuss the answers in pairs or groups.

1. The breaking of The Seven Commandments.
2. The differences between Stalin and Trotsky.
3. The establishment of an army that will act loyally.
4. The soviet flag takes the form of a hammer and a sickle. What do these two symbols (and the two symbols of the animals' flag) represent?
5. The success of socialism.
6. The drive to educate the people.
7. Boxer's work ethic. What do you think he represents?
8. Today we use the term 'spin doctor'. What is the job of such a person? Who performs the role in the novel?

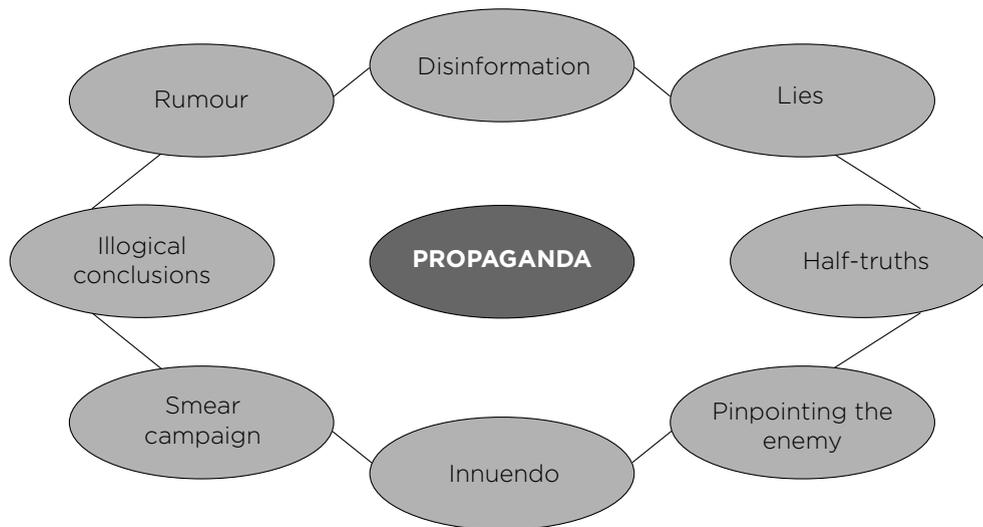
Propaganda

The dictionary defines propaganda as the organised spreading of ideas, information or rumour in order to get people to think or behave in a particular way.

- ▶ People are easily deceived by what they hear, see or read.
- ▶ They will believe the message if it comes from someone they trust.
- ▶ They will particularly believe the message if it is conveyed by someone who is eloquent, intelligent or powerful.

Squealer effectively portrays the power of propaganda in the novel.

Look at the diagram on page 21. You will see that propaganda has various elements. Consult your dictionary to find out the meaning of each element, and then state how they can be applied to *Animal Farm*. You also ought to talk about how these elements can be seen at work in South Africa and other countries.



Propaganda at work

The pigs' propagandist, Squealer, delivers a brilliant example of propaganda. In his speech he persuades the animals that the milk and extra apples should rightly go to the pigs. Carefully read his speech at the end of the chapter, and answer the following questions:

1. Why does he use the word 'comrades' to begin his speech? (2)
2. What outright lies does he immediately tell? (2)
3. What is ironical about his use of the terms 'selfishness' and 'privilege'? (1)
4. Propaganda and advertising often make use of an outside, expert opinion to support a standpoint. How does Squealer do this? (2)
5. Refer to the statement, '*We pigs are brain-workers*'. What innuendo is operating here? (1)
6. Discuss the half-truth in '*The whole management and organisation of this farm depend on us*'. (2)
7. *Day and night we are watching over your welfare*. What does this statement tell us about the pigs' thoughts and future plans? Do you think that what he is saying is sinister? (3)
8. A rhetorical question is one that expects no answer. Show how Squealer makes effective use of rhetorical questions in this passage. (2)
9. Discuss the logic of Squealer's argument that if the pigs failed in their duty, Jones would return. (2)
10. Why does Squealer skip from side to side and whisk his tail? (3)

(20 marks)

Ultimately it is the threat of Jones's return that clinches Squealer's argument. Note, too, how the chapter ends. The animals even agree to hand over all the apples. It is clear that the pigs are now consolidating their position as privileged leaders.