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New Media 10

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1984 Propaganda

Within the novel “1984”, the book shows multiple examples of propaganda techniques. The book was written by George Orwell in 1948. The book focuses on a character named Winston Smith who lives in a dystopian society in the year 1984. This dystopian society has certain rules that everyone needs to follow and if one doesn’t follow, they get a consequence which is what happens to Winston. There are three continents, Oceania, Eastasia, and Eurasia, “Newspeak was the official language of Oceania, for an account of its structure and etymology.” (Orwell 6). Two Minutes of Hate is where all of the Party members get together to watch a small clip of enemy armies. After the Two Minutes of Hate, Winston, “returned to his cubicle, took the Newspeak dictionary from the shelf, pushed the speakwrite to one side.” (Orwell 55). The party had given a speech and with, “All this polysyllabic speech which was a sort of parody of the habitual style of the orators of the party and even contained Newspeak words: more Newspeak words, indeed, then any Party member would normally use in real life.” (Orwell 16-17). The propaganda techniques that fit into this poster would be Glittering Personality, Testimonial, as well as Plain Folks. Glittering Personality fits the poster because it has the word, “easier” in it. By having that word in the poster, it will have people want to learn it since of course, it is simpler. Testimonial fits because the poster has a person saying something to others people. Big Brother is telling the citizens that Newspeak is an easier language. Lastly, Plain Folks. Plain Folks fits since Big Brother is saying that the language, Newspeak, is easier which is making the people of Oceania go with the easier choice to make life easier. It is basically convincing the people to learn it. By others learning the Newspeak Language, it narrows down their choice of words and makes them not being able to speak or have a say anymore as much due to the lack of words. Plain Folks, Testimonial, and Glittering Personality are some examples of what some would think of the poster, others could think that the poster has other propaganda techniques that fit the poster. With that being said, by the looks of it, Big Brother plans to cut of communication with most of the town so nobody really has a say in what they might want.