

Propaganda Techniques Used in Literature

Complete the chart below to help you draw conclusions about the propaganda techniques used in the novel that we've read. The example here is from Huxley's *Brave New World*.

Example of Propaganda technique used in <i>Brave New World</i>	Type of Propaganda technique	Goal the propaganda technique is trying to accomplish
<p><u>Example:</u> <i>"Cleanliness is next to Fordliness" page 111</i></p>	<p><i>Transference</i></p>	<p><i>This slogan connects respect for Ford with the saying traditionally associated with the Christian church, "Cleanliness is next to Godliness". This helps establish Ford as a divine power in the minds of the people in the society of <u>Brave New World</u>.</i></p>