The Power of Language

Cover Checklist- 🔽 Tick Each Section When Complete.

- PREP STEP Make a copy of this document.
- PREP STEP Share your essay outline template with your tutor.
- PREP STEP Copy and paste the link for your essay outline into your study system.
- STEP 1 Outline your 100% essay START WITH THE CONCLUSION & WORK BACKWARDS
- STEP 2 Use the TTECEA checklist for details
- STEP 3 Revise your essay check for coherence & cohesion, redundant repetition, clarity, vocabulary, etc.
- STEP 4 Edit your essay.
- STEP 5 Put your essay together as one complete piece.

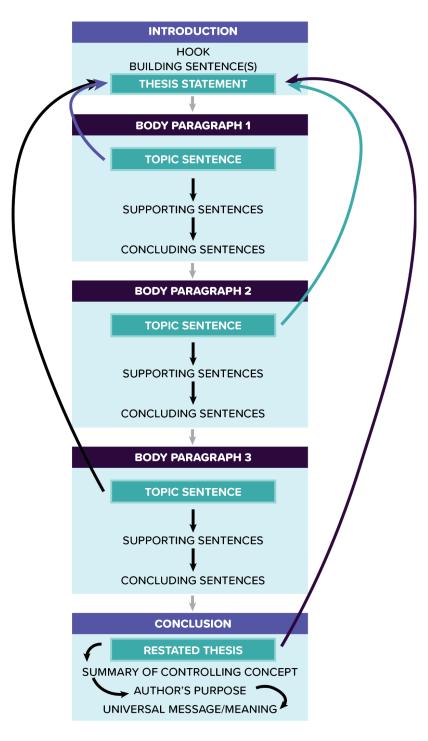
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STEP 5: COMPLETE - Complete Essay on Mrs Johnstone MORE QUOTES MORE IDEAS

100% ESSAY STRUCTURE OVERVIEW





ESSAY PLAN

I. Introduction

- Introduce George Orwell and his novel Animal Farm.
- Mention the exploration of the power of language, manipulation, control, and propaganda.
- Highlight Orwell's experiences in the Spanish Civil War and disillusionment with the Soviet Union, influencing his themes of truth and condemnation of distorted reality.
- State the purpose of the essay: to analyse how Orwell explores the power of language through the characters of Old Major, Squealer, and Moses, evoking emotions and prompting critical reflection and resistance against manipulative control.

II. Old Major

- Discuss Orwell's portrayal of Old Major as a wise and persuasive leader.
- Describe Major's use of rhetoric and the impact on the animals and the audience.
- Analyse the term 'Comrades' and its evocation of unity and revolutionary spirit.
- Highlight the emotional impact of Major's speech and the audience's reflection on power dynamics.

III. Squealer

- Examine Orwell's characterisation of Squealer as a manipulative figure.
- Discuss Squealer's use of distortion and persuasive rhetoric.
- Explore the impact of Squealer's manipulation on the audience's emotions and thoughts.
- Connect Squealer's tactics to real-world instances of propaganda and control.

IV. Moses

- Analyse Orwell's portrayal of Moses and his role in religion's control.
- Discuss the emotions evoked by Moses' tales of 'Sugarcandy Mountain.'
- Highlight the alliance between Mr. Jones and Moses and its revelation of manipulation.
- Examine the cyclical pattern of separation and reconciliation and its impact on the audience's emotions and realisation of power structures.

V. Conclusion

- Summarise the key points discussed in relation to the power of language and characterisations.
- Emphasise the audience's emotional responses and critical reflection prompted by Orwell's exploration.
- Reiterate the significance of historical context, linking it to the themes of manipulation, control, and the timeless relevance of the power of language.

ESSAY BREAKDOWN

Торіс	Quote	Author's Technique	Effect on Audience	Author's Purpose
Old Major	'Comrades'	Use of powerful term	Evokes sentiments of unity and fraternity	Induce critical consciousness, reflection on power dynamics

Squealer	'skipping from side to side'	Symbolism, vivid description	Creates discomfort and auditory experience	Promote skepticism, vigilance in scrutinising information
Moses	'Sugarcandy Mountain'	Mythical promise, solace and hope	Evokes emotions of comfort, yearning, and longing	Raise awareness of manipulative tactics used to exploit religion



Overall	'exploring themes of manipulation, control, and propaganda'	Exploration of themes	Evokes range of emotions, prompts critical reflection	Shed light on power dynamics and dangers of language manipulation, inspire resistance against control
Торіс	Quote	Author's Technique	Effect on Audience	Author's Purpose
Old Major	'Comrades'	Use of powerful term	Evokes sentiments of unity and fraternity	Induce critical consciousness, reflection on power dynamics



STEP 1: OUTLINING - Complete Your 100% Essay Outline

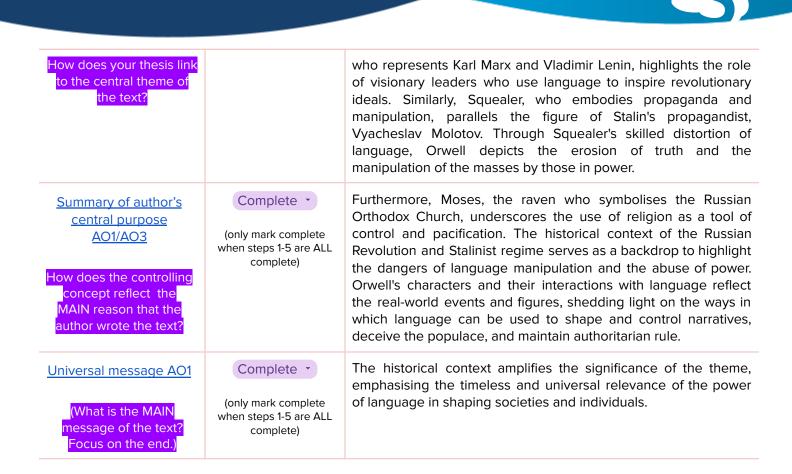
Criteria	Status	INTRODUCTION - Do not make this too detailed.
Hook AO1 fact/statistic •	Complete • (only mark complete when steps 1-5 are ALL complete)	George Orwell, known by his pseudonym Orwell, delves into the power of language in his renowned novel Animal Farm, exploring themes of manipulation, control, and the role of propaganda.
Buiding sentence(s) AO3 counter-argument OR some contexual info 	Complete • (only mark complete when steps 1-5 are ALL complete)	Additionally, his experiences in the Spanish Civil War and his subsequent disillusionment with the Soviet Union shaped his belief in the importance of truth and his condemnation of the distortion of reality, themes that are central to Animal Farm's exploration of the power of language.
<u>Thesis statement AO1</u> <mark> ✓ key idea 1</mark> ✓ key idea 2 ✓ key idea 3	Complete • (only mark complete when steps 1-5 are ALL complete)	Consequently, this essay will analyse how Orwell explores the power of language through the characters of Old Major, Squealer, and Moses in Animal Farm evokes a range of emotions from the audience, while also prompting critical reflection and resistance against manipulative control.
Criteria	Status	BODY PARAGRAPH 1 - only focus on KEY IDEA #1
<u>WHAT? Topic sentence</u> <u>AO1</u> <mark>∕ key idea 1</mark>	Complete (only mark complete when steps 1-5 are ALL complete) 	Orwell inaugurates his exploration of the power of language in the inaugural chapter of Animal Farm by captivating readers with the character of Old Major.
 HOW? Supporting sentences AO2 □ terminology ○ evidence □ close analysis □ effects* 	Complete (only mark complete when steps 1-5 are ALL complete) 	Through Major's persuasive rhetoric, Orwell not only influences the farm animals but also subtly stirs the emotions of the audience. Major's address to the animals, with the powerful term 'Comrades,' becomes a foundation for the impending rebellion, showcasing the commanding force of effective communication. The use of 'comrades' strikes a chord in readers, evoking sentiments of unity and fraternity, reminiscent of the ideals advocated by Marx and Engels in the Communist Manifesto. This context amplifies the emotional impact of Major's words, as readers connect with the revolutionary spirit and collective aspirations embodied in the term 'comrades.' Furthermore, Orwell's deliberate choice to characterise Major as 'old' adds depth to the character and his message. The adjective 'old' not



		only emphasises Major's advanced age but also highlights his wisdom and imminent mortality. By employing this strategic manipulation, Orwell elicits a profound sense of empathy and reverence among readers. They are compelled to recognise the urgency and significance of Major's words, knowing that his time is limited. The impending death of this respected figure heightens the emotional impact of the address, engrossing readers in the animals' cause and fostering a shift in perspective. Orwell's purpose in evoking these emotions is to induce a sense of critical consciousness within the audience. The emotional response elicited by Major's speech prompts readers to reflect on the power dynamics inherent in their own socio-political environment. The context of oppressive systems and the language used to maintain control parallel the audience's own experiences. As they empathise with the animals and their struggle for liberation, readers become more introspective, examining the manipulation and control prevalent in their society. Through the nuanced use of rhetoric in Major's speech, Orwell strikes an emotional chord with the readers. The author's purpose is to serve as a sobering reminder of the pervasive control embedded within political discourse.
WHY? Concluding sentence(s) AO2/AO3	Complete (only mark complete when steps 1-5 are ALL complete)	This resonates with feelings of wariness and disillusionment, reflecting the audience's recognition of the potential for manipulation and exploitation. The context of political language and its connection to power dynamics heightens the impact of
author's purpose (final thought / context about the key idea)	complete)	Orwell's message.
Criteria	Status	BODY PARAGRAPH 2 - only focus on KEY IDEA #2
WHAT? Topic sentence AO1	Complete (only mark complete when steps 1-5 are ALL complete)	Orwell's portrayal of Squealer in Chapter 9 depicts manipulation, evoking a range of emotions from the audience.

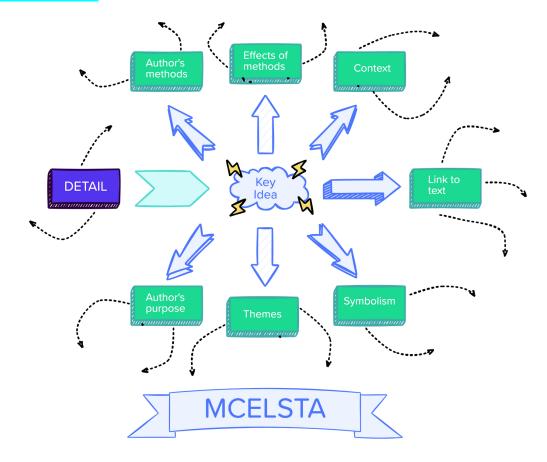
effects*		association highlights the power Squealer wields through language, emphasising his ability to command and maintain control. Squealer's manipulation of language is demonstrated through his use of euphemisms like 'readjustment' and 'Republic,' which conceal the true nature of ration cuts and create a deceptive illusion. This manipulation elicits emotions and leaves an impact on thoughts and actions. The audience becomes aware of the dangers of propaganda and its role in maintaining control. Emotions prompt skepticism towards rhetoric and a greater vigilance in scrutinising information. Orwell aims to inspire the audience to question authority, challenge the status quo, and understand power dynamics in society. By exposing manipulation and propaganda, Orwell encourages critical thinking and resistance against deceptive narratives. The portrayal of Squealer's manipulation serves as a reminder of language's potential as a tool of control, urging the audience to be discerning consumers of information. In the context of Animal Farm as an allegory for the Russian Revolution, Orwell reflects the propaganda techniques of the ruling class. The emotional impact is heightened by the recognition of parallels between Squealer's tactics and real-world instances of propaganda and control.
WHY? Concluding sentence(s) AO2/AO3 author's purpose √ (final thought / context about the key idea)	Complete (only mark complete when steps 1-5 are ALL complete) 	This context strengthens Orwell's critique and reinforces the importance of critical engagement and resistance against manipulative language to maintain a just society.
Criteria	Status	BODY PARAGRAPH 3 - only focus on KEY IDEA #3
WHAT? Topic sentence <u>AO1</u> ✓ key idea 3	Complete (only mark complete when steps 1-5 are ALL complete)	Additionally, the character of Moses evokes various emotions from the audience, as Orwell explores religion's role in social control.
HOW? Supporting sentences AO2	Complete (only mark complete when steps 1-5 are ALL complete)	Moses' tales of 'Sugarcandy Mountain,' a mythical paradise, provide solace and hope for the exploited animals, offering a temporary escape from their harsh realities. The audience experiences a mix of emotions, including comfort, yearning, and a sense of longing. They understand the appeal of such a promise, as it offers optimism amidst their oppression. The

 ✓ close analysis ✓ effects* 		alliance between Mr. Jones, the human oppressor, and Moses reveals the interconnectedness of the church and the state, serving as a reminder of their manipulative relationship to exert control over the working class. This realisation elicits feelings of distrust, cynicism, and betrayal within the audience. They become aware of the manipulative tactics used by those in power to exploit religion as a means of dominance and suppression. However, Moses' disappearance and subsequent return after the revolution symbolise a cyclical pattern of separation and eventual reconciliation between the church and the state. This pattern highlights the intrinsic connection between tyranny and the exploitation of religion for control. The audience experiences a range of emotions once again, including frustration, resignation, and a sobering realisation of the perpetuation of power structures. They grasp the cyclical nature of oppression, recognising that even after a revolution, the manipulation of religion can reemerge to maintain the status quo. Orwell's portrayal of the realignment between the pigs, representing the ruling elite, and Moses underscores his keen observation of how those in power exploit religion to ensure compliance among the masses. These emotions experienced by the audience, such as disillusionment, skepticism, and an increasing awareness of power dynamics, profoundly impact their thoughts and actions.
WHY? Concluding sentence(s) AO2/AO3 □ author's purpose ✓ (final thought / context about the key idea)	Complete • (only mark complete when steps 1-5 are ALL complete)	They begin to question the legitimacy of authority and the manipulative tactics employed to control them. This realisation fuels a sense of resistance and a desire to challenge the oppressive systems in place.
Criteria	Status	CONCLUSION - <u>CRUCIAL!</u>
<u>Restated thesis AO1</u> (Re-write your thesis statement in different words.)	Complete (only mark complete when steps 1-5 are ALL complete)	In conclusion, Orwell's exploration of the power of language through the characters of Old Major, Squealer, and Moses in Animal Farm not only evokes a range of emotions from the audience but also prompts critical reflection and resistance against manipulative control.
<u>Summary of controlling</u> <u>concept AO1</u>	Complete (only mark complete when steps 1-5 are ALL complete)	The novel, therefore, is often viewed as an allegorical representation of the events surrounding the Russian Revolution and the subsequent rise of totalitarianism under Joseph Stalin. Orwell's portrayal of Old Major, the wise and persuasive boar



STEP 2: ADDING DETAIL-Complete the TTECEA Checklist for Detail

- 1. To achieve a grade 9 level of detail, ensure that you link your key idea in each of your body paragraphs to as many of the elements of the TTECEA mnemonic as possible (aim to write about 650-950 words maximum for the entire essay)
- 2. You do not need to have each of the TTECEA elements in each paragraph, but make sure you have all of them in the entirety of your essay.
- 3. Each item on the checklist should only have 2 main purposes:
 - a. to link to your key idea in each paragraph
 - b. and support your argument.
- ☑ TOPIC SENTENCE: Introduce the key idea of your body paragraph.
- TECHNIQUE: Select a key technique the author uses (one you can explore in detail, eg, metaphor, simile, etc).
- EVIDENCE: EMBED a quote to back up your ideas.
- CLOSE ANALYSIS: Break the technique into smaller pieces, zoom in and analyse them PERCEPTIVELY.
- EFFECTS ON THE READER*: Explore what the author's method makes us focus on, feel (emotionally) or think.
- AUTHOR'S PURPOSE: Explore why the might want to make us feel a certain way about certain ideas.





Ensure you have revised the following aspects of your essay:

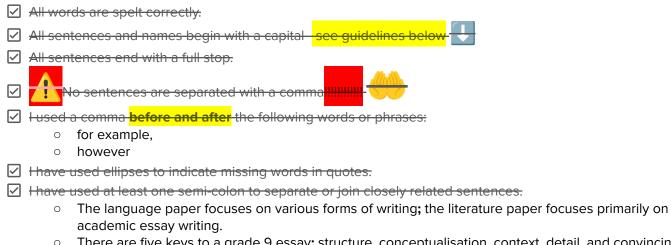
- Removed/replaced ALL redundant repetition.
- Replaced ALL instances of the word 'shows' with more accurate and specific verbs for inferring effects of the author's methods (check toolkit).
- Revised essay for coherence: are the ideas in each of the paragraphs clearly connected to each other?
- Revised essay for cohesion: check the toolkit for help.
- Removed all instances of the following words and replace them with specific details of the topics you are exploring:

0	How
0	Shows
0	Some
0	Something
0	Thing
0	This
0	Way
0	What

- Your vocabulary is academic no informal language unless quoting directly.
- Revised essay for clarity—is your essay easy to read? Ask a peer to read it and give you feedback.

STEP 4: EDITING - Edit Your Essay

Ensure you have edited the following aspects of spelling, punctuation, and grammar:



- There are five keys to a grade 9 essay: structure, conceptualisation, context, detail, and convincing evidence.
- ☑ I have used a colon to introduce a quote, phrase, word, etc.

HOW TO REMEMBER CAPITALS - ABLE PRINTS:

- Abbreviations: U.K., USA, UAE
- Beginnings of sentences: Nobody saw it coming.
- Languages: French, Spanish, Italian, Arabic,
- Emphasis I LOVE CHEESE! (avoid this)
- Places: Africa, Mecca, London, Zimbabwe
- Religions and words related to them: Islam/Muslim, Christianity/Christian, Judaism/Jewish, Hinduism/Hindu
- I, as in me
- Names (specific) of people, places, businesses, e.g., Shakespeare, Apple, London.
- Titles of books, movies, or programmes, e.g., The Lion King, Macbeth,
- Special days: Eid, Christmas, Diwali

SPAG RULES

https://www.grammarly.com/blog/category/handbook/



STEP 5: COMPLETE - Complete Essay on Mrs Johnstone

George Orwell, known by his pseudonym Orwell, delves into the power of language in his renowned novel Animal Farm, exploring themes of manipulation, control, and the role of propaganda. Additionally, his experiences in the Spanish Civil War and his subsequent disillusionment with the Soviet Union shaped his belief in the importance of truth and his condemnation of the distortion of reality, themes that are central to Animal Farm's exploration of the power of language. Consequently, this essay will analyse how Orwell explores the power of language through the characters of Old Major, Squealer, and Moses in Animal Farm evokes a range of emotions from the audience, while also prompting critical reflection and resistance against manipulative control.

Orwell inaugurates his exploration of the power of language in the inaugural chapter of Animal Farm by captivating readers with the character of Old Major. Through Major's persuasive rhetoric, Orwell not only influences the farm animals but also subtly stirs the emotions of the audience. Major's address to the animals, with the powerful term 'Comrades,' becomes a foundation for the impending rebellion, showcasing the commanding force of effective communication. The use of 'comrades' strikes a chord in readers, evoking sentiments of unity and fraternity, reminiscent of the ideals advocated by Marx and Engels in the Communist Manifesto. This context amplifies the emotional impact of Major's words, as readers connect with the revolutionary spirit and collective aspirations embodied in the term 'comrades.' Furthermore, Orwell's deliberate choice to characterise Major as 'old' adds depth to the character and his message. The adjective 'old' not only emphasises Major's advanced age but also highlights his wisdom and imminent mortality. By employing this strategic manipulation, Orwell elicits a profound sense of empathy and reverence among readers. They are compelled to recognise the urgency and significance of Major's words, knowing that his time is limited. The impending death of this respected figure heightens the emotional impact of the address, engrossing readers in the animals' cause and fostering a shift in perspective. Orwell's purpose in evoking these emotions is to induce a sense of critical consciousness within the audience. The emotional response elicited by Major's speech prompts readers to reflect on the power dynamics inherent in their own socio-political environment. The context of oppressive systems and the language used to maintain control parallel the audience's own experiences. As they empathise with the animals and their struggle for liberation, readers become more introspective, examining the manipulation and control prevalent in their society. Through the nuanced use of rhetoric in Major's speech, Orwell strikes an emotional chord with the readers. The author's purpose is to serve as a sobering reminder of the pervasive control embedded within political discourse. This resonates with feelings of wariness and disillusionment, reflecting the audience's recognition of the potential for manipulation and exploitation. The context of political language and its connection to power dynamics heightens the impact of Orwell's message.

Orwell's portrayal of Squealer in Chapter 9 depicts manipulation, evoking a range of emotions from the audience. Through Squealer's speeches, the audience observes his 'skipping from side to side,' a behavior that symbolises his elusive nature and his ability to distort the truth. This display of manipulation generates emotions within the audience. Orwell's description of Squealer as a 'Squealer' evokes the sounds emitted by demanding pigs, creating an auditory experience that resonates with the audience. The discomfort caused by this association highlights the power Squealer wields through language, emphasising his ability to command and maintain control. Squealer's manipulation of language is demonstrated through his use of euphemisms like 'readjustment' and 'Republic,' which conceal the true nature of ration cuts and create a deceptive illusion. This manipulation elicits emotions and leaves an impact on thoughts and actions. The audience becomes aware of the dangers of propaganda and its role in maintaining control. Emotions prompt skepticism towards rhetoric and a greater vigilance in scrutinising information. Orwell aims to inspire the audience to question authority, challenge the status quo, and understand power dynamics in society. By exposing manipulation and propaganda, Orwell encourages critical thinking and resistance against deceptive narratives. The





portrayal of Squealer's manipulation serves as a reminder of language's potential as a tool of control, urging the audience to be discerning consumers of information. In the context of Animal Farm as an allegory for the Russian Revolution, Orwell reflects the propaganda techniques of the ruling class. The emotional impact is heightened by the recognition of parallels between Squealer's tactics and real-world instances of propaganda and control. This context strengthens Orwell's critique and reinforces the importance of critical engagement and resistance against manipulative language to maintain a just society.

Additionally, the character of Moses evokes various emotions from the audience, as Orwell explores religion's role in social control. Moses' tales of 'Sugarcandy Mountain,' a mythical paradise, provide solace and hope for the exploited animals, offering a temporary escape from their harsh realities. The audience experiences a mix of emotions, including comfort, yearning, and a sense of longing. They understand the appeal of such a promise, as it offers optimism amidst their oppression. The alliance between Mr. Jones, the human oppressor, and Moses reveals the interconnectedness of the church and the state, serving as a reminder of their manipulative relationship to exert control over the working class. This realisation elicits feelings of distrust, cynicism, and betrayal within the audience. They become aware of the manipulative tactics used by those in power to exploit religion as a means of dominance and suppression. However, Moses' disappearance and subsequent return after the revolution symbolise a cyclical pattern of separation and eventual reconciliation between the church and the state. This pattern highlights the intrinsic connection between tyranny and the exploitation of religion for control. The audience experiences a range of emotions once again, including frustration, resignation, and a sobering realisation of the perpetuation of power structures. They grasp the cyclical nature of oppression, recognising that even after a revolution, the manipulation of religion can reemerge to maintain the status quo. Orwell's portrayal of the realignment between the pigs, representing the ruling elite, and Moses underscores his keen observation of how those in power exploit religion to ensure compliance among the masses. These emotions experienced by the audience, such as disillusionment, skepticism, and an increasing awareness of power dynamics, profoundly impact their thoughts and actions. They begin to question the legitimacy of authority and the manipulative tactics employed to control them. This realisation fuels a sense of resistance and a desire to challenge the oppressive systems in place.

In conclusion, Orwell's exploration of the power of language through the characters of Old Major, Squealer, and Moses in Animal Farm not only evokes a range of emotions from the audience but also prompts critical reflection and resistance against manipulative control. The novel, therefore, is often viewed as an allegorical representation of the events surrounding the Russian Revolution and the subsequent rise of totalitarianism under Joseph Stalin. Orwell's portrayal of Old Major, the wise and persuasive boar who represents Karl Marx and Vladimir Lenin, highlights the role of visionary leaders who use language to inspire revolutionary ideals. Similarly, Squealer, who embodies propaganda and manipulation, parallels the figure of Stalin's propagandist, Vyacheslav Molotov. Through Squealer's skilled distortion of language, Orwell depicts the erosion of truth and the manipulation of the masses by those in power. Furthermore, Moses, the raven who symbolises the Russian Orthodox Church, underscores the use of religion as a tool of control and pacification. The historical context of the Russian Revolution and Stalinist regime serves as a backdrop to highlight the dangers of language manipulation and the abuse of power. Orwell's characters and their interactions with language reflect the real-world events and figures, shedding light on the ways in which language can be used to shape and control narratives, deceive the populace, and maintain authoritarian rule. The historical context amplifies the significance of the theme, emphasising the timeless and universal relevance of the power of language in shaping societies and individuals.



