

HOW DO SYSTEMS CONTROL WHAT PEOPLE THINK —

WITHOUT THEM REALIZING IT?



Lesson & Language Objectives

OVERALL PROJECT-BASED LEARNING	TODAY'S LESSON OBJECTIVE	LANGUAGE OBJECTIVE
<p>I will design an original propaganda poster from the perspective of Beatty's government, using two propaganda techniques to intentionally control a specific belief and suppress one of Faber's missing ingredients – then write a four-paragraph analysis connecting my design choices to Bradbury's message about what a society loses when it chooses comfort over thought.</p>	<p>I will analyze how Bradbury uses Beatty's rhetoric as propaganda to suppress Faber's missing ingredients – identifying specific techniques, explaining the belief each technique is designed to make citizens accept, and connecting each rhetorical move to Bradbury's message. E2.8(A) · E2.8(D) · E2.8(G)</p>	<p>I will orally and in writing use content-specific vocabulary and structured sentence stems to explain how rhetorical techniques shape belief, suppress truth, and support Bradbury's purpose, citing textual evidence to justify my analysis. 2B/C/E; 3E/G; 4F/J</p>

FAHRENHEIT 451



★
CHOOSE ONE PROMPT.

1 Think of a time you believed something that turned out to be wrong.

What changed your mind?

SENTENCE STEMS:

- At first, I believed _____ because _____.
- I started to question that belief when _____.
- What changed my mind was _____.
- This experience showed me that _____.

2 What is one thing most people in your school believe that you think might not be true?

SENTENCE STEMS:

- Many people believe _____ but I think _____.
- People believe this because _____.
- The evidence that makes me doubt it is _____.
- If this belief isn't true, then _____.

3 If someone wanted to stop you from thinking for yourself—what would they do first?

SENTENCE STEMS:

- They would probably control _____ by _____.
- They would want me to believe _____.
- They would hide the truth that _____.
- They would make it feel normal by _____.

★ There are no right or wrong answers. Be honest and think deeply. ★

WHAT IS CONTROL?



★ THREE TYPES, ONE GOAL

Three types of control. Which is hardest to resist?



FORCE

You obey because you are **threatened**.
(Laws, punishment, fear)



REWARD

You obey because you **benefit**.
(Money, comfort, status)



BELIEF

You obey because you **WANT** to.
You think it is the **right** choice.

Bradbury's society doesn't NEED force. People CHOOSE their cage.
That is what we are here to understand.



PROPAGANDA: DEFINITION



Information — ideas, opinions, or messages — that is used to influence people's beliefs, attitudes, or actions, often in a biased or misleading way.



WHAT IT IS

Propaganda is a tool of persuasion. It presents a viewpoint to shape how people think, feel, and act — often to support a particular agenda.



WHAT IT IS NOT

Not all persuasion is propaganda. Sharing facts, encouraging open discussion, and presenting multiple sides are not propaganda.

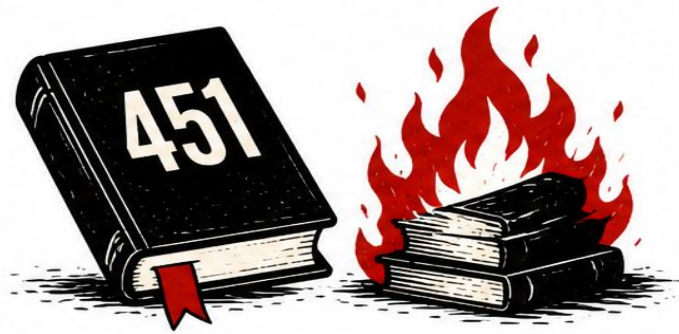


**PAGANDA
ALLY:**

- 1.** SELECTS OR DISTORTS INFORMATION
- 2.** APPEALS TO EMOTIONS, NOT REASON
- 3.** PROMOTES A PARTICULAR AGENDA
- 4.** DISCOURAGES CRITICAL THINKING

THE 3 QUESTIONS

★
YOUR COMPASS FOR THE ENTIRE UNIT



★ Write these in your notes. You will use them every day. ★

01

What **BELIEF** is being controlled?

Example: *“Happiness means not thinking.”*

02

What **TRUTH** is being hidden?

Example: *“Thinking leads to freedom —
and freedom threatens power.”*

03

What does the **AUTHOR** want the reader to understand?

Example: *“Bradbury warns — a comfortable society
can become its own prison.”*

CAPTAIN BEATTY'S ARGUMENT



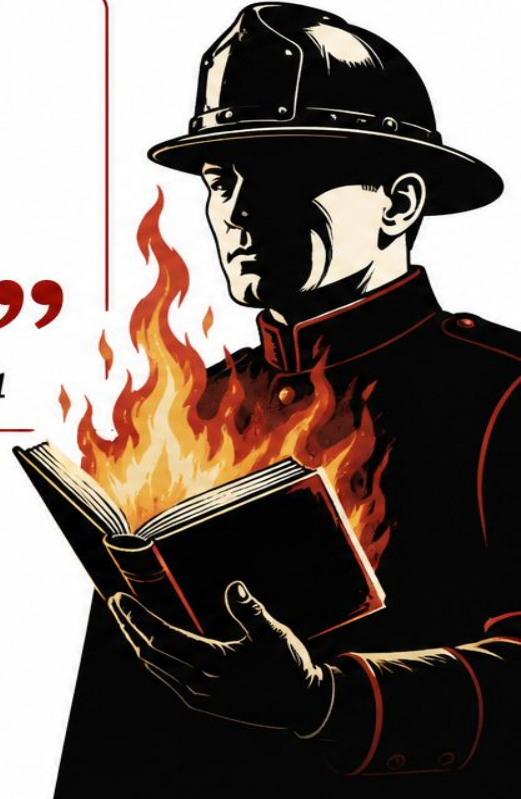
Read the passage. Then answer the 3 Questions with a partner.

“...people don't like Little Black... Burn it. White people don't feel good about Uncle Tom's Cabin. Burn it. Someone's written a book on tobacco and cancer of the lungs? The cigarette people are weeping. Burn the book. Serenity, Montag. Peace, Montag...”

— Captain Beatty, *Fahrenheit 451*

WITH YOUR PARTNER:

- 1 What **belief** is Beatty controlling?
- 2 What **truth** is he hiding?
- 3 What does **Bradbury** want us to see?



★ PROPAGANDA TECHNIQUES ★

Identify and explain how each technique is used to influence people in *Fahrenheit 451*.

1 BANDWAGON

Encourages people to do or believe something because “everyone else is doing it.”

2 GLITTERING GENERALITIES

Uses positive words or ideas that sound good but lack specific meaning.

3 NAME-CALLING

Attacks a person or idea by using negative labels instead of engaging the issue.

4 FEAR APPEAL

Uses fear to convince people that something is dangerous or to create compliance.

5 FALSE DILEMMA

Presents only two choices when more options actually exist.

6 SLOGANS

Uses short, catchy phrases that are easy to remember and repeat.

7 TESTIMONIAL

Uses endorsements from people (or authorities) to persuade others.

8 PLAIN FOLKS

Tries to appear “just like you” to build trust and connection.

9 CARD STACKING

Presents only the facts or details that support one side of an argument while ignoring the rest.



PROPAGANDA DOESN'T JUST TELL YOU WHAT TO THINK – IT TEACHES YOU HOW NOT TO QUESTION.

BEATTY'S FIVE — THE TECHNIQUES HE ACTUALLY USES.

Captain Beatty doesn't just talk about propaganda — he is propaganda.

1. BANDWAGON

Encourages people to do or believe something because “everyone else is doing it.”

Beatty claims that people are happy because they all think alike and conform. He says dissenters are “unhappy” and society is better when everyone goes along.

2. GLITTERING GENERALITIES

Uses positive words or ideas that sound good but lack specific meaning.

Beatty uses words like “happiness,” “peace,” “equality,” and “security” to describe the society without explaining how they are achieved.

3. FEAR APPEAL

Uses fear to convince people that something is dangerous or to create compliance.

Beatty warns Montag that books cause “unrest” and that independent thinking leads to misery and crime. He uses the threat of chaos to justify censorship and control.

4. FALSE DILEMMA

Presents only two choices when more options actually exist.

Beatty insists people must choose between an easy, mindless life with “comfort” or a difficult, unhappy life with books and critical thought.

5. PLAIN FOLKS

Tries to appear “just like you” to build trust and connection.

Beatty speaks casually, jokes, and claims he understands Montag — acting like a friendly neighbor. This relatability makes his dangerous ideas easier for Montag (and readers) to consider.

ANALYZING BEATTY'S RHETORIC

“There are no longer any dissenting voices, no brothers who are not in ideological accord... Everyone is happy now, knowing that he has no reason to be unhappy. Books are to remind us what asses and fools we are.”

— Captain Beatty, Fahrenheit 451, page 105.

1 **What rhetorical techniques does Beatty use in this passage?**
Identify specific words, phrases, or sentence structures and name the technique.

2 **How is Beatty trying to influence Montag (and the reader)?**
What is Beatty's purpose, and how does his language support it?

3 **How does this passage reflect the society in *Fahrenheit 451*?**
What does Beatty's rhetoric reveal about the government and its control over people?



SENTENCE STEMS:

- ★ Beatty uses _____ to persuade Montag by _____.
- ★ This shows that the government wants people to _____.
- ★ The effect of Beatty's language is to make the audience _____.

RESPONSE CARD

Answer **all four** questions independently.
You will use these as your planning foundation tomorrow.



1



In Montag's society, what is the central belief being controlled?

In Montag's society, the central belief being controlled is _____

2



What truth does that society work hardest to hide?

The truth that Montag's society works hardest to hide is _____

3



Identify ONE specific technique of control from the novel. Explain how it works.

One specific technique of control in the novel is _____
This works by _____

4



What does Bradbury want the reader to understand about power and comfort?

Bradbury wants the reader to understand that _____
