

Complete Unit.

Fahrenheit 451 PBL: Propaganda, Power & Control.



STANDARDS ADDRESSED ACROSS THIS UNIT — 39 Standards • 7 Strands

ORAL LANGUAGE	E2.1(A) Discourse + Listening	E2.1(B) Complex Instructions	E2.1(C) Presentation	E2.1(D) Collaborative Discussion					
VOCABULARY	E2.2(A) Technical Vocabulary	E2.2(B) Denotation + Connotation							
COMPREHENSION	E2.4(A) Purpose for Reading	E2.4(B) Generate Questions	E2.4(E) Text-to-World Connections	E2.4(F) Inference + Evidence	E2.4(G) Key Ideas	E2.4(H) Synthesis Across Texts	E2.4(I) Monitor Comprehension		
RESPONSE	E2.5(B) Written Response	E2.5(C) Evidence + Commentary	E2.5(D) Paraphrase + Summarize	E2.5(E) Notetaking + Annotation	E2.5(F) Academic Vocabulary	E2.5(G) Explicit + Implicit Meaning	E2.5(H) Register + Voice	E2.5(I) Reflect + Adjust	E2.5(J) Defend + Challenge
LITERARY ELEMENTS + GENRE	E2.6(A) Theme + Characterization	E2.6(B) Complex Characters	E2.7(A) World Literature	E2.7(E) Argument Structure	E2.7(F) Multimodal Texts				
AUTHOR'S CRAFT	E2.8(A) Author's Purpose	E2.8(D) Language for Effect	E2.8(E) Literary Devices — Irony	E2.8(F) Diction + Syntax	E2.8(G) Rhetorical Devices				
COMPOSITION + INQUIRY	E2.9(A) Planning	E2.9(B)(i) Organizing Structure	E2.9(B)(ii) Depth + Commentary	E2.9(C) Revision	E2.9(E) Publishing	E2.10(B) Informational Writing	E2.10(C) Argumentative Writing		

Lesson & Language Objectives

OVERALL PROJECT-BASED LEARNING	TODAY'S LESSON OBJECTIVE	LANGUAGE OBJECTIVE
<p>I will design an original propaganda system from the perspective of Beatty's government, using two or more 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 design an original propaganda system by completing a planning sheet, passing an approval checkpoint, and producing a rough draft and final design – making deliberate choices about technique, audience, and message that can be justified using evidence from Fahrenheit 451. E2.9(A) · E2.9(B) · E2.8(A)</p>	<p>I will use the stems "I chose this technique because..." and "This design choice works on my audience because..." to orally justify my design decisions during the approval checkpoint – then write one complete sentence explaining my technique and its purpose using vocabulary from my planning sheet. 2(B) · 2(E) · 3(F) · 4(F)</p>

WARM-UP

CONTROL THE READER



In *Fahrenheit 451*, how does Bradbury control the reader's thinking — and what does he want us to understand because of it?

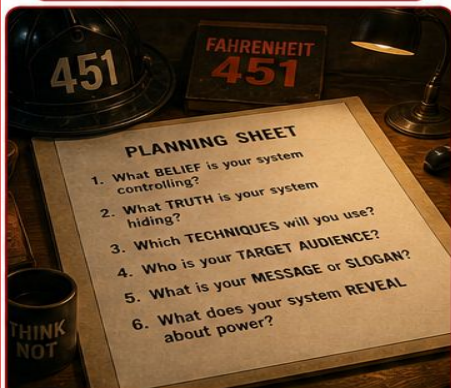
★ SENTENCE STEMS (Scaffolded Support) ★

- ★ Bradbury creates a world where _____.
- ★ This reveals that _____.
- ★ He controls the reader's thinking by _____.
- ★ This makes the reader understand that _____.
- ★ Ultimately, Bradbury wants us to see that _____.

WORK SESSION CHECKPOINTS – STAY ON PACE

Check in with your teacher at each stage.

🕒 45 MIN



Planning Sheet Complete

Show all 6 answers + get approval before touching materials



🕒 20 MIN



Rough Draft / Sketch

Technique + belief visible.
F451 connection clear.



🕒 20 MIN

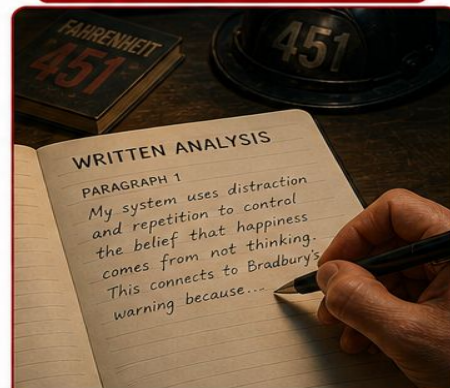


Final Design

Slogan, visual, and technique all confirmed.



🕒 5 MIN



Begin Written Analysis



CREATE + JUSTIFY

AIM:

“How can we **DESIGN** a system that controls thinking – and what does it reveal about **power?**”



Today you become the architects of the system Bradbury warned us about.

That is the only way to truly understand how it works.



BEFORE WE BEGIN — FOUR NON-NEGOTIABLES

Every project must do **ALL FOUR**. No exceptions.

1

SPECIFIC BELIEF —

Design a system that controls a **SPECIFIC BELIEF**.



2

PURPOSE & AUDIENCE —

Justify every design choice using **PURPOSE** and **AUDIENCE**.



3

BRADBURY'S MESSAGE —

Connect your design directly to **BRADBURY'S MESSAGE**.



4

POWER —

Question what your system reveals about **POWER**.

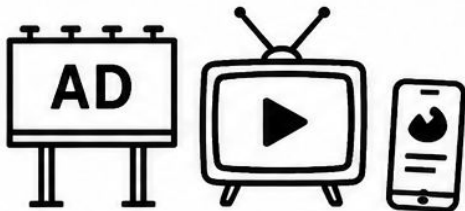


PROJECT OPTIONS – CHOOSE YOUR FORMAT

All three formats share the same rubric. **The analysis** is what earns the grade.

★ RECOMMENDED

OPTION 1



Media Campaign

Design **2+** ads, screens, or broadcasts for a fictional society. Each piece must use a different technique of control.

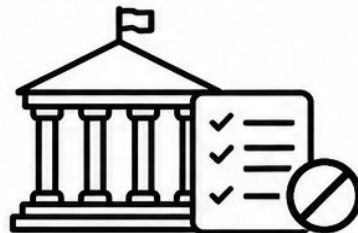
OPTION 2



Entertainment System

Design a show, game, or experience that keeps citizens distracted and compliant. Include a **program guide** + **written analysis**.

OPTION 3



Information Architecture

Design a Ministry of Information — its rules, banned topics, and approved messages. Include a **handbook excerpt** + **analysis**.

PLANNING SHEET — 6 REQUIRED ANSWERS

Complete **ALL 6** before you touch any materials.

1 What **BELIEF** are you controlling?

Example: “Happiness means not thinking — that thinking causes pain.”



2 What **TRUTH** are you hiding?

Example: “Thinking leads to freedom — and freedom threatens the system.”



3 Which **TECHNIQUES** will you use?
(2 minimum)

Distraction / Repetition / Comfort /
Fear of Thinking / Conformity



4 Who is your **TARGET AUDIENCE**?

Example: Passive citizens /
Young people / Fearful populations



5 What is your **MESSAGE** or **SLOGAN**?



6 What does your system **REVEAL**
about power?

This is the Bradbury question. This is Box 6.



NO APPROVAL = NO MATERIALS. NO EXCEPTIONS.

1 What **BELIEF** is your system controlling?



2 What **TRUTH** is your system hiding?









3 How does your design connect to **BRADBURY'S WARNING**?



PROJECT RUBRIC – 100 POINTS

Every category connects to **analysis** — not just appearance.

CATEGORY	PTS	WHAT EARNS FULL CREDIT
 Control Techniques	20 pts	2+ techniques correctly identified and deliberately embedded in your design
 Audience + Purpose	20 pts	Clear, deliberate design choices for a specific audience
 Message / Slogan	15 pts	Your title, slogan, tagline, or official language reveals the hidden belief
 Visual Design	15 pts	Intentional — every design choice (visual, structural, or language-based) serves the message
 Bradbury Connection	20 pts	Written analysis directly names the author's warning
 Written Analysis	10 pts	Paragraphs 1–4 complete, specific, and text-supported

WORK SESSION CHECKPOINTS – STAY ON PACE

Check in with your teacher at each stage.

🕒 45 MIN



Planning Sheet Complete

Show all 6 answers + get approval before touching materials



🕒 20 MIN



Rough Draft / Sketch

Technique + belief visible.
F451 connection clear.



🕒 20 MIN

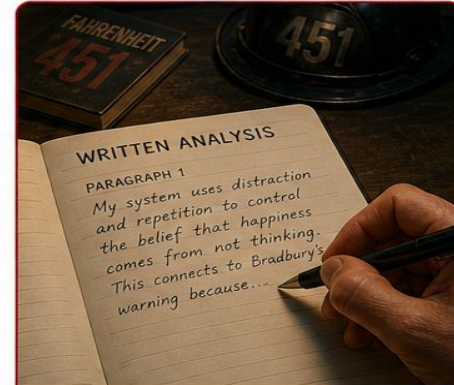


Final Design

Slogan, visual, and technique all confirmed.



🕒 5 MIN



Begin Written Analysis



ROUGH DRAFT / SKETCH

Technique + belief must be **VISIBLE** in your draft. **F451 connection** must be ready to say out loud.



OPTION 1

Media Campaign



TECHNIQUE:
REPETITION
BELIEF TARGETED:
THINKING IS DANGEROUS



TECHNIQUE:
SURVEILLANCE
BELIEF TARGETED:
QUESTIONING IS
DISLOYAL

BY END OF 20 MIN:

Rough sketch of 2+ ads, screens, or broadcasts — each labeled with its technique and the belief it targets.

WHAT YOU'RE DOING:

- ▶ Sketch layout of each ad/screen
- ▶ Label which technique each piece uses
- ▶ Write your slogan in the design



ASK: Show me where the technique is. Show me where the belief lives.



OPTION 2

Entertainment System

TONIGHT'S LINEUP		
	JOY HOUR LIVE! 7:00 PM Nonstop fun. No thoughts required.	TECHNIQUE: DISTRACTION
	MINDLESS MILLIONS 8:00 PM 8:00 PM Win big. Don't think. Just play.	TECHNIQUE: ADDICTION
	DREAMWORLD ESCAPE 9:00 PM 9:00 PM Reality is hard. Escape is easy.	TECHNIQUE: ESCAPISM

BY END OF 20 MIN:

Rough program guide with 2–3 entries — each title or description embeds a technique.

WHAT YOU'RE DOING:

- ▶ Draft show/game titles + descriptions
- ▶ Each entry must embed a technique
- ▶ Title or tagline should hide the belief



ASK: Read me one entry. What technique is in it? What belief does it protect?



OPTION 3

Info Architecture

MINISTRY OF INFORMATION HANDBOOK EXCERPT	
SECTION 4: PROHIBITED THOUGHTS 4.1 Citizens shall not question official messages. 4.2 Independent thinking is harmful to society. 4.3 Doubt weakens unity. 4.4 Curiosity about the past is disloyal. 4.5 Speak only what builds happiness.	TECHNIQUE: FEAR OF THINKING BELIEF TARGETED: THINKING LEADS TO DISORDER
REMEMBER: SAFETY IS OBEDIENCE. OBEDIENCE IS HAPPINESS.	

BY END OF 20 MIN:

At least one handbook section drafted — rules or banned topics embedding a technique in official-sounding language.

WHAT YOU'RE DOING:

- ▶ Draft 1 section: rules or banned topics
- ▶ Language must sound neutral/official
- ▶ Technique must be embedded in the rules



ASK: Read me one rule. What technique is hiding in it? What truth does it bury?

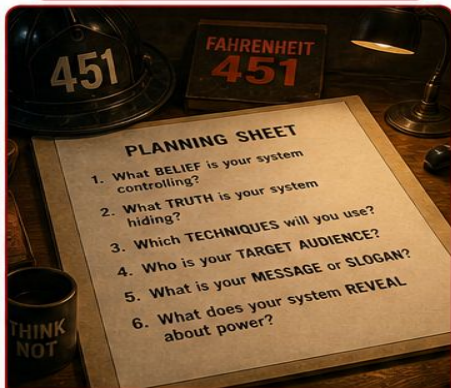


If you cannot point to the technique **AND** the belief in your draft — stop building and fix that first.

WORK SESSION CHECKPOINTS – STAY ON PACE

Check in with your teacher at each stage.

🕒 45 MIN



Planning Sheet Complete

Show all 6 answers + get approval before touching materials



🕒 20 MIN



Rough Draft / Sketch

Technique + belief visible.
F451 connection clear.



🕒 20 MIN

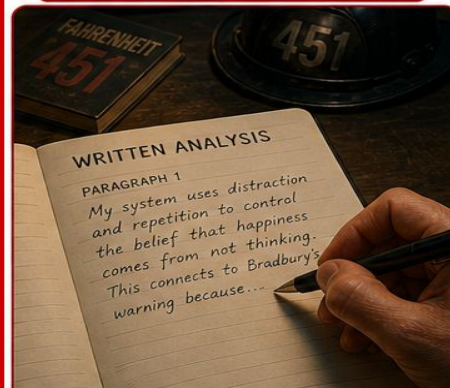


Final Design

Slogan, visual, and technique all confirmed.



🕒 5 MIN



Begin Written Analysis



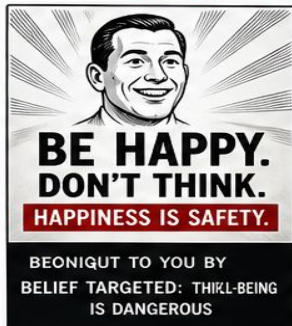
FINAL DESIGN — 20 MIN

Lock it. Nothing changes after this. Slogan confirmed. Technique visible. Belief clear. Not finished = homework tonight.



OPTION 1

Media Campaign



BY END OF 20 MIN — LOCKED:

2+ complete pieces — slogan written on the design, technique visible to someone who hasn't seen your planning sheet.

WHAT YOU'RE DOING:

- ▶ All pieces finished — no more sketching
- ▶ Slogan on the design, not just your notes
- ▶ Technique labeled and visible in each piece



ASK: If I look at this without your planning sheet — can I see the belief and the technique?



OPTION 2

Entertainment System

PRIME STATE NETWORK — TONIGHT'S LINEUP		
	THE JOY HOUR 7:00 PM Laugh. Relax. Don't think. Happiness is loyal.	TECHNIQUE: DISTRACTION THROUGH ENTERTAINMENT
	MINDLESS MILLIONS 8:00 PM Win big. Don't think. Just play.	TECHNIQUE: ADDICTION THROUGH REWARD
	DREAMWORLD ESCAPE 9:00 PM Reality is hard. Escape is easy.	TECHNIQUE: ESCAPISM THROUGH IMMERSION

★ LIVE HAPPY. STAY LOYAL. NEVER THINK. ★

BY END OF 20 MIN — LOCKED:

Complete program guide — all entries written, tagline or title finalized, technique embedded in descriptions.

WHAT YOU'RE DOING:

- ▶ All guide entries written and titled
- ▶ Tagline hides the belief — not states it
- ▶ Technique in descriptions, not explained



ASK: Read me your title or tagline. Does it hide the belief — or just say it?



OPTION 3

Info Architecture

MINISTRY OF INFORMATION HANDBOOK EXCERPT	
SECTION 2: OFFICIAL RULES FOR CITIZENS	
2.1 Citizens shall not question official messages. 2.2 Independent thinking is harmful to society. 2.3 Doubt weakens unity. Report it. 2.4 Curiosity about the past is disloyal. 2.5 Speak only what builds happiness.	
BANNED TOPICS	APPROVED MESSAGES
<ul style="list-style-type: none">• The past before the System• Freedom, rights, individuality• Unapproved books or ideas• Questioning the authorities	<ul style="list-style-type: none">• The System protects you• Obedience brings happiness• Safety is more important than truth• Unity is strength

BY END OF 20 MIN — LOCKED:

Complete handbook — rules, banned topics, and approved messages all written in locked official language.

WHAT YOU'RE DOING:

- ▶ All sections written — no more rewording
- ▶ Official tone locked throughout
- ▶ Technique in structure, not in margins



ASK: Read me one rule. Does it sound like it's protecting people — or controlling them?

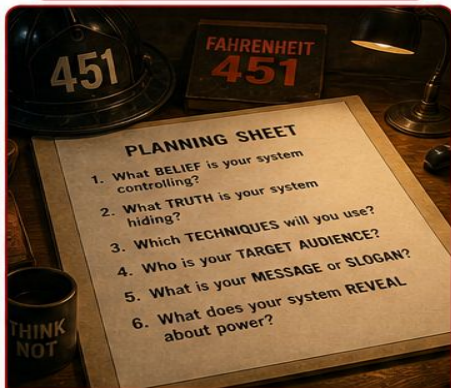


When this timer ends — **design is done.** Every minute after this goes to **written analysis.**

WORK SESSION CHECKPOINTS – STAY ON PACE

Check in with your teacher at each stage.

🕒 45 MIN



Planning Sheet Complete

Show all 6 answers + get approval before touching materials



🕒 20 MIN



Rough Draft / Sketch

Technique + belief visible.
F451 connection clear.



🕒 20 MIN

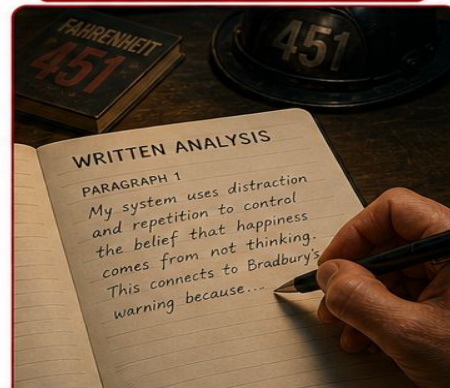


Final Design

Slogan, visual, and technique all confirmed.



🕒 5 MIN



Begin Written Analysis



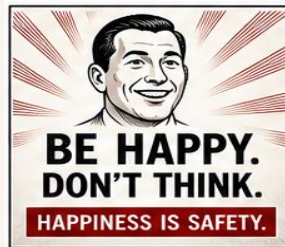
BEGIN WRITTEN ANALYSIS — 5 MIN

All three options write the same paragraph. **Design is done. Analysis starts now.** Use your planning sheet.



OPTION 1

Media Campaign



PARAGRAPH 1 — TECHNIQUE + PURPOSE:

“In my Media Campaign, I used [technique] to control the belief that [belief] by targeting [audience] because...”

WHAT YOU'RE DOING:

- ▶ Name the technique you used
- ▶ State the belief your ads target
- ▶ Explain WHY it works on your audience



ASK: Tell me your technique and your audience in one sentence. If you can say it — write it.



OPTION 2

Entertainment System

PRIME STATE NETWORK — TONIGHT'S LINEUP		
	THE JOY HOUR 7:00 PM Laugh. Relax. Don't think. Happiness is loyal.	TECHNIQUE: DISTRACTION
	MINDLESS MILLIONS 8:00 PM Win big. Don't think. Just play.	TECHNIQUE: ADDICTION
	DREAMWORLD ESCAPE 9:00 PM Reality is hard. Escape is easy.	TECHNIQUE: ESCAPISM
★ LIVE HAPPY. STAY LOYAL. NEVER THINK. ★		

PARAGRAPH 1 — TECHNIQUE + PURPOSE:

“In my Entertainment System, I used [technique] through [show/game] to make [audience] believe that [belief] because...”

WHAT YOU'RE DOING:

- ▶ Name the technique in your programming
- ▶ Connect it to your specific show or game
- ▶ Explain what it makes the audience accept



ASK: Which entry best shows your technique? Start there. Analyze that one entry.



OPTION 3

Info Architecture

MINISTRY OF INFORMATION HANDBOOK EXCERPT	
SECTION 2: OFFICIAL RULES FOR CITIZENS	
2.1 Citizens shall not question official messages. 2.2 Independent thinking is harmful to society. 2.3 Doubt weakens unity. Report it. 2.4 Curiosity about the past is disloyal. 2.5 Speak only what builds happiness.	
BANNED TOPICS <ul style="list-style-type: none">• The past before the System• Freedom, rights, individuality• Unapproved books or ideas• Questioning the authorities	APPROVED MESSAGES <ul style="list-style-type: none">• The System protects you• Obedience brings happiness• Safety is more important than truth• Unity is strength

PARAGRAPH 1 — TECHNIQUE + PURPOSE:

“In my Ministry handbook, I used [technique] to control the belief that [belief] by targeting [audience] because...”

WHAT YOU'RE DOING:

- ▶ Name the technique in your rules
- ▶ Connect it to a specific rule or section
- ▶ Explain what the language makes citizens do

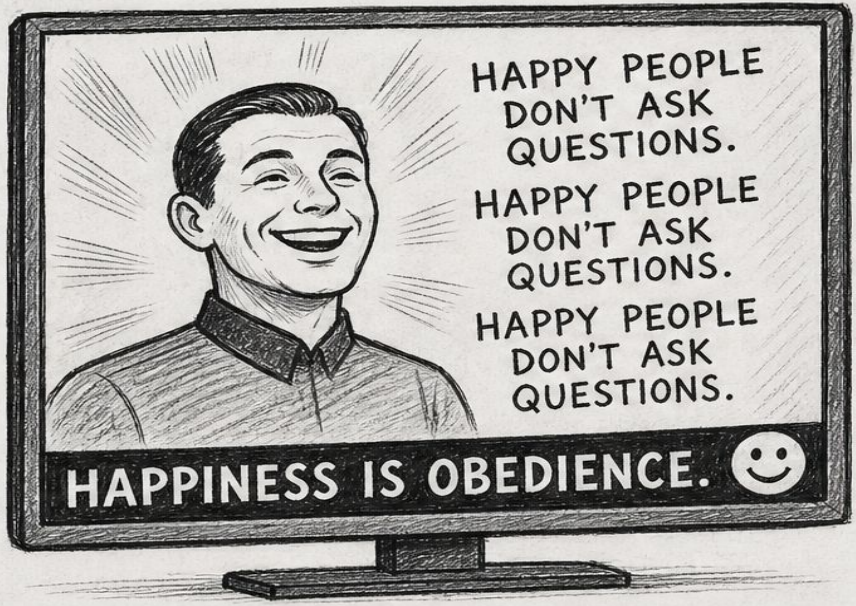


ASK: Read me rule 2.1. Now tell me — what technique is in it and why does it work?

UNITY. OBEDIENCE. HAPPINESS.

A BETTER TOMORROW STARTS WITH YOU.

AD 1



TECHNIQUE:
REPETITION

BELIEF TARGETED:
HAPPINESS MEANS
NEVER QUESTIONING
AUTHORITY.

AD 2



TECHNIQUE:
SURVEILLANCE

BELIEF TARGETED:
QUESTIONING
IS DISLOYAL.



PRIME STATE NETWORK

STAY HAPPY. STAY LOYAL. LIFE IS BETTER
WHEN YOU STAY IN TUNE.



TONIGHT'S PROGRAM GUIDE



7:00 PM

LAUGH LOOP LIVE!

Nonstop laughs. No real problems.
Just good vibes and feel-good fun
for the whole family!

TECHNIQUE:
DISTRACTION
THROUGH
ENTERTAINMENT



8:00 PM

WIN BIG EVERY TIME!

Play along from home and win
instant rewards! The more you
play, the more you win!

TECHNIQUE:
ADDICTION
THROUGH
REWARD



9:00 PM

BEYOND TOMORROW

Step into another world.
Adventure, wonder, unlimited
possibilities. Reality is overrated.

TECHNIQUE:
ESCAPISM
THROUGH
IMMERSION



DON'T THINK TOO HARD. JUST ENJOY.
WE'LL TAKE CARE OF THE REST.





MINISTRY OF INFORMATION

HANDBOOK EXCERPT

FOR THE WELL-BEING OF ALL CITIZENS

SECTION 2: RULES FOR CITIZENS






- 2.1 Citizens shall not question official information. Questioning creates confusion. Confusion creates instability. Instability endangers all.
-
- 2.2 Independent thinking is harmful to society. Unified thinking ensures unity. Unity ensures peace.
-
- 2.3 Doubt weakens loyalty. Loyalty protects you. Protection is happiness.
-
- 2.4 Curiosity about the past is disloyal. The past is unnecessary. The future is bright when we do not look back.
-
- 2.5 Speak only what builds happiness and unity. Words shape reality. Wrong words shape harm. Choose words that keep everyone safe.
-
- 2.6 Report any thoughts or speech that cause doubt, confusion, or discomfort in yourself or others. Reporting is care. Care is patriotism.




REMEMBER:

A calm mind follows. A safe mind belongs.
A loyal mind is free.

BANNED TOPICS

-  The past before the System
-
-  Freedom, rights, individuality
-
-  Unapproved books, ideas, or materials
-
-  Questioning the System or its leaders
-
-  Independent research or thinking
-
-  Unfiltered history, science, or facts
-
-  Any topic that causes doubt

APPROVED MESSAGES

-  The System protects you. Trust brings peace.
-
-  Obedience brings happiness. Loyalty brings safety.
-
-  Safety is more important than truth.
-
-  Unity is strength. Together, we are secure.
-
-  The future is ours. Focus forward.
-
-  Happiness is a choice: Choose not to question.
-
-  Care for others. Report, Protect, Unite.



THINK LESS. DO MORE. STAY HAPPY. STAY LOYAL.

