Sentence Starters -

- Napoleon keeps power because...
- He is a powerful ruler because...
- This is demonstrated when he.... (ENTER QUOTE)
- We find this out when... (ENTER QUOTE)
- This suggests that....
- On the other, hand it might create the image of...
- The other animals would then think that...
- This links to the modern world because...
Napoleon maintained his power through his ability to manipulate the way people thought about him and through the lack of education which stopped other animals asking questions. This is demonstrated particularly when the history of the revolution is changed and Squealer says ""I warn every animal on this farm to keep his eyes very wide open. For we have reason to think that some of Snowball's secret agents are lurking among us at this moment!" This creates the feeling of fear amongst the other animals and would make them think that they should always be on their guard and be fearful. This feeling allows Napoleon's changes to seem normal in the face of such 'danger' from outside. As long as the animals are afraid they will be more likely to follow the new rules set out by Squealer and the other pigs. The use of the verb 'lurking' is very affective because it creates the image of 'agents' sneaking about and waiting behind every corner. We can link this to the business of today because of the way that people are prompted to be afraid of things so products are made for them to buy which will get rid of their 'fear'. This fear is usually false and just serves the purpose of making money for a company.