

To demonstrate knowledge of *Animal Farm* and newspaper styles to produce a reasonable facsimile* account of the Battle of the Cowshed

Welcome to Smith Media Group, Inc.

My name is Miss Smith and I am the owner and managing editor of the Smith Media Group, which includes both tabloid and broadsheet newspapers, public service and commercial television channels. You have been invited here today to take part in an interview for a position at SMG – and it will not be an easy process.

You have been placed in groups, and you will have to work as a team to ensure that you meet the challenges set to the best of your ability.

Your first task is to produce two newspaper front pages; one for the Smith Mail and one for the Smith Times. You will cover the story of the Battle of the Cowshed, a breaking news event.

Each group consists of 4 people, and you will need to work in two teams of two to enable you to meet the production deadline. Information about this will follow.

You will meet at 11.45am, in the newsroom known as A15. You will need to sit close to the rest of your group, but be logged on to two machines so that you can create your two newspapers. You will need your editorial notebooks and the *Animal Farm* information pack (some people call them English books and copies of the novel) You will also need to have your key features document.

You will work in the sophisticated media package that we at SMG call “Word” – there are no other options at this time. Your concern is to find out the story and write the report; the publishing team will work on the layout at a later date.

SMG is working hard to secure interviews and statements from those involved. You will be notified as and when they become available. It is, of course, up to you whether you choose to use any of the statements and/or interviews that may occur. You may need to amend your articles as new information becomes available. And you must ensure that you verify all of the information that you print. I will not be happy if SMG gets sued!

Things to remember:

- Editorial focus
- Type of language
- Grammar use
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* Reasonable facsimile – means it looks and sounds like a real one does

Press statement: Mr Jones

THOSE “^*!%£^*%£* ANIMALS ARE A MENACE. A DANGER, I TELL YOU. CHASED ME RIGHT OFF MY FARM, AND I’M NOT PLEASED, NOT PLEASED AT ALL. HOW DARE THEY? I AM A GREAT FARMER, I CARE FOR ALL OF MY ANIMALS. AND YET THEY CHASE ME AWAY. AND THAT ^”*%”\$”% SNOWBALL... HE KICKED ME RIGHT OVER INTO THE DUNG HEAP. I TELL YOU THIS, AND I MEAN EVERY WORD I SAY.... I’LL BE REVENGED ON YOU ALL. YOU WILL NOT GET MY FARM!

Press statement: Mr Pilkington

Gentlemen of the press, I am releasing this statement about the terrible things that I witnessed today at Manor Farm near Willingdon.

My colleagues, Frederick and Jones, and I were involved in an attempt to wrest Manor Farm from the control of the animals who have a ridiculous notion that they now own the farm. Insane, I say. Own it? They don't own it... they're bally animals. And darned poor "owners" at that. They're cannibals and violent to humans to boot. Jones was savagely attacked by a white boar, young Blenkinsop was battered half to death by some old nag, and I was attacked by some geese – fit only for the pot, those animals.

Of course, we fought manfully – I'm a bally good shot, donchaknow?! But when they're all rampaging like bally animals, there's not a great deal one can do. Give us time though, and we'll be back. It's not right, animals thinking they're in charge.

Press statement: Napoleon

Oink oink oink! Oink oink oink oink oink oink.

And more of the same, which roughly translates as:

We showed them! I've been studying war campaigns and we were excellently prepared. We've known this was coming for a while – the birds bring us news updates every day. What you humans don't understand is that this isn't about you; it's about us. We want our farm for ourselves. We're sick and tired of people taking all the time and not giving. This farm is a collective – we work together to benefit each other, not to struggle and suffer.

It is regrettable that humans were hurt. But no human died (a shame really – the only good human is a dead human, after all) We lost Ernest, one of our finest sheep. He has been buried with the full honours of Animal Hero Second Class.

Don't think that humans can take back Animal Farm. As I have always said, tyrant man shall be o'erthrown, and the fruitful fields of England shall be trod by beasts alone.

Press statement: Snowball

Oink oink oinkoinkety oink. Oink oink oink oink oink oink.

And more of the same, which roughly translates as:

It is a sad day for us. We did not want to start a war. All we wanted was our freedom. But man is a tyrant, and he will not let us be free. Our great leader, Old Major, told us that man was our enemy and warned us of what would happen – and he was right.

We were well prepared for this day. I have been reading the works of Caesar and I am sure that the humans will agree that our battle plans were effective. We succeeded in repelling the invasion, although we lost one of our number in the battle. Ernest has been awarded the honour of Animal Hero Second Class as a reflection of his contribution to our success in the Battle of the Cowshed.

We worked together, all animals as one. We are all ready to die for what we believe in. Four legs good, two legs bad.