**Core Competencies Reflection**

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|  | Core Competency: Communication  **Here is evidence that I can…** collaborate, teach, be considerate to others, discuss, contribute to class discussion, explain, justify, share ideas, etc.  Our group was very successful at effectively communicating our ideas during this project. For example, we all worked on the poster together, and provided our input on what worked well and what didn’t. I also think that we communicated our message in a very efficient way. By making the information on the poster short and concise, we gave the reader more time to think on our central ideas, rather than flooding them with many meaningless promises. We also aimed to have the poster depict a utopian version of Animal Farm, one where all animals are happy and equal. This was shown through the lush green hills, as well as the windmill that would reduce the amount of labour the animals would be required to do. The sunset also adds to the peaceful and calming visuals. I think our slogan (Napoleon lies, and I will not stand by!) effectively communicates the central theme of our campaign.  We used several propaganda techniques in our poster. Firstly, I think we instilled a sense of camaraderie in the animals of the farm. The phrase “Napoleon lies, and I will not stand by,” almost suggests a secondary message: “Will you join Snowball in the fight for Animal Farm?” We also used the bandwagon technique, in a similar way to what I just mentioned. I also believe we used the generalities technique. We made “Napoleon lies!” the largest phrase on the poster, and although we never specified what exactly he lied about, it’s a bold enough statement to catch a reader’s attention, and possibly turn their opinion.  Ways I want to improve are…  I feel we could have done a better job of adding more substance to our campaign promises, as we didn’t say very much about them. I also think our presentation could have been slightly longer. Although it was clear and concise, and still effective, I think we could have benefitted from slightly more content. I also think we could have improved the poster by featuring more animals on it, to try and display an even happier version of Animal Farm. |  |