**Euphemism:** The term euphemism refers to polite, indirect expressions that replace words and phrases considered harsh and impolite, or which suggest something unpleasant.

 Example: Animal Farm (By George Orwell)

The Squealer, a character in George Orwell’s Animal Farm, uses euphemisms to help the pigs achieve their political ends. To announce the reduction of food to the animals of the farm, he says:

“For the time being,” he explains, “it had been found necessary to make a readjustment of rations.”

Substituting the word “reduction” for “readjustment” was an attempt to suppress the complaints of other animals about hunger. It works because reduction means “cutting” the food supply, while readjustment implies changing the current amount of food.

**Social Commentary :** The expression of one's point of view or feelings towards society, usually through literature.

Example: in the excerpts we’ve been reading from “Jayne Eyre,”Brontë makes social commentary through showing how a child is treated during the Victorian era… the rights of children… etc.

**Allegory:** Allegory is a figure of speech in which abstract ideas and principles are described in terms of characters, figures, and events. It can be employed in prose and poetry to tell a story, with a purpose of teaching or explaining an idea or a principle. The objective of its use is to teach some kind of a moral lesson.

Example: Animal Farm, written by George Orwell, is an allegory that uses animals on a farm to describe the overthrow of the last Russian Tsar, Nicholas II, and the Communist Revolution of Russia before WW I. The actions of the animals on the farm are used to expose the greed and corruption of the revolution. It also describes how powerful people can change the ideology of a society. One of the cardinal rules on the farm is this:

“All animals are equal but a few are more equal than others.”

The animals on the farm represent different sections of Russian society after the revolution.

For instance, the pigs represent those who came to power following the revolution; “Mr. Jones,” the owner of the farm, represents the overthrown Tsar Nicholas II; while “Boxer” the horse, represents the laborer class. The use of allegory in the novel allows Orwell to make his position clear about the Russian Revolution and expose its evils.

**Utilitarianism:** Utilitarianism , at its most basic, states that something is moral, or good when it produces the greatest amount of good for the greatest number of people. It's a theory of normative ethics that asks whether a specific action is good or bad, moral or immoral.

Utilitarianism answers this question with an economic analysis that focuses on human lives and says that those actions that make people happy are good. For example, a utilitarian may ask whether it's moral for politicians to spend billions of dollars on campaign ads. He or she would examine how the money is spent and whether the ads directly resulted in improving people's lives, or if that money could have been better spent on something else.

**Writer’s purpose : An author’s purpose is his reason for or intent in writing.**

**An author’s purpose may be to amuse the reader, to persuade the reader, to inform the reader, or to satirize a condition.**

**An author writes with one of four general purposes in mind:**

**1. To relate a story or to recount events, an author uses narrative writing.**

**2. To tell what something looks like, sounds like, or feels like, the author uses descriptive writing**

**3. To convince a reader to believe an idea or to take a course of action, the author uses persuasive writing.**

**4. To inform or teach the reader, the author uses expository writing.**

**An author’s purpose is reflected in the way he writes about a topic. For instance, if his purpose is to amuse, he will use jokes or anecdotes in his writing.**

**Clues to an author’s purpose may be found in titles, prefaces, and the author’s background.**

AUTHOR’S PURPOSE

On September 23, a large cavalry troop from Fort Robinson arrived at the camp of Sitting Bull. Just as he was about to give a welcoming speech, a commotion broke out among the watching warriors. Rifles were fired, and the meeting ended in a massacre of the soldiers.

. The author’s purpose is to

a. describe Sitting Bull’s camp.

b. persuade the reader that the Indians were bloodthirsty.

c. tell the events leading to a massacre.

d. explain the problems of the Calvary.

Tofu is a product that is becoming very popular as a low-calorie, cholesterol-free meat substitute. Formerly it was found exclusively in Oriental markets and health food stores, but today tofu can be purchased in most supermarket produce departments. This white, cheese like substance is made from the condensed milk of soybeans. It is extremely high in protein and low in sodium. Tofu is almost tasteless by itself, but it can be easily mixed into sauces and soups; it can even be made to imitate scrambled eggs.

. The author’s primary purpose is to

a. evaluate Oriental cooking.

b. persuade you to eat low-cholesterol foods.

c. describe tofu.

d. to compare tofu with meat.

Dear Tall, Dark and Handsome — This is your lucky day! The girl of your dreams is just a phone call away. I am 5’ 10’’, slim, pretty, and only 23. I love pop music, good books, exotic foods, and foreign travel. Give me a ring any day after 6 P.M. You won’t be sorry. Your gal, Jackie.

The author’s purpose is to

a. convince the reader to call the writer.

b. describe the writer objectively.

c. criticize the writer’s lack of intelligence.

d. entertain the reader with some interesting facts.

Our criminal justice system today is a disgrace. Modern day criminals have more rights than an honest citizen ever imagined were written into our U.S. Constitution. Murderers and rapists are typically set free on legal technicalities and seldom face any jail time. While that scum is back to work finding new victims, the pleas of those they have killed, maimed, or violated go unheard. Until we begin giving some real consideration to people who obey the law, instead of those who break it, things are going to continue getting worse.

The author’s purpose is to

a. describe the actions of the criminals.

b. compare criminals with honest citizens.

c. inform the reader about the extent of crime in America.

d. criticize our criminal justice system.