1. Complete the following chart:

<table>
<thead>
<tr>
<th>Dystopian Characteristic</th>
<th>Concrete description of an example from the ad (identify and describe its specific characteristics or details)</th>
<th>Interpretation of the characteristic (Explain what comment or criticism the example is making about a trend, societal norm or political system in contemporary society)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A figurehead or concept is worshiped by the citizens of the society.</td>
<td>The man on the Screen lecturing the people</td>
<td>The man behind the curtain is represented by the man on the screen. He is an all powerful/ knowing &quot;creator&quot; that controls and manipulates the world around him.</td>
</tr>
<tr>
<td>Citizens are perceived to be under constant surveillance.</td>
<td>The group of police who are chasing the heroine</td>
<td>The secret police represent the govs. complete manipulation and control over its people. Forcefully put in order.</td>
</tr>
<tr>
<td>Citizens live in a &quot;dehumanized&quot; state. How is their free will being restricted?</td>
<td>The citizens marching uniformly in step and all staring blankly into the man on the screen. They all wear the same clothes.</td>
<td>This sense of complete uniformity shows the lack of personality and other traits that make us human. The police restrict the free will by catching and punishing anyone who does not completely match up with these norms.</td>
</tr>
<tr>
<td>Conformity among citizens and assumption that individuality and dissent are bad. What type of dystopian control is being used?</td>
<td>All the citizens match and wear the same clothes. The all have shaved heads and no facial hair</td>
<td>The going with the pack mentality is used to keep everyone the same and in order. Any free will would make you stick out and become vulnerable</td>
</tr>
<tr>
<td>An illusion of a perfect utopian society. How does the text of the voiceover help establish this illusion?</td>
<td>The man on the screens idealistic rhetoric and ideology describes a Utopia when in reality they are living in a Dystopia</td>
<td>The perfect utopia that is described is one of complete uniformity in everything this is believed to give them the upper hand on there enemies this shows us the power of belief and what can happen when you are forced to believe one &quot;truth&quot;</td>
</tr>
</tbody>
</table>

2. In a paragraph that uses at least two specific examples explain how two elements in the 1984 ad establish a dystopian criticism about society.

The 1984 Macintosh add warns strongly against the dangers and evils of a Dystopian society. The commercial specifically shows the evils of complete uniformity and similar thought. The dehumanized citizens in the commercial have no form of individuality or personality they are completely the same as the people around them. If they do show any signs of difference they are instantly noticed by the all powerful police who will enforce the governments ideas. This lack of individuality complete turns the society into something scary, which shows what society will become with out individuality and humanity. The commercial also comments strongly on the importance of personal belief and thought. It shows powerfully what the world could become if one set of “truths” were accepted by everyone and if every question had just one answer. It shows the need for separate thought and personal belief in order to maintain a diverse and undystopian society.
Dystopias: Definition and Characteristics

Utopia: A place, state, or condition ideally perfect in respect of politics, laws, customs, and conditions.

Dystopia: A futuristic imagined universe in which oppressive societal control and the illusion of a perfect society are maintained through corporate, bureaucratic, technological, moral, or other type of totalitarian control. Dystopias, through an exaggerated worse case scenario, make a criticism about a current trend, societal norm, or political system.

Characteristics of a dystopian society
- Propaganda is used to control the citizens of society.
- Information, independent thought, and freedom are restricted.
- A figurehead or concept is worshiped by the citizens of the society.
- Citizens are perceived to be under constant surveillance.
- Citizens have a fear or decent for the outside world.
- Citizens live in a “dehumanized” state.
- The natural world is banished and distrusted.
- Conformity among citizens and assumption that individuality and dissent are bad.
- An illusion of a perfect utopian society.

Types of Dystopian Controls
Most dystopian works present a world in which oppressive societal control and the illusion of a perfect society are maintained through one or more of the following types of controls:
- Corporate control: One or more large corporations control society through products, advertising, and/or media. Examples include Minority Report and Running Man.
- Bureaucratic control: Society is controlled by a mindless bureaucracy through a tangle of red tape, relentless regulations, and incompetent government officials. Examples in film include Brazil.
- Technological control: Society is controlled by technology through computers, robots, and/or science. Examples include The Matrix, The Terminator, and I, Robot.
- Philosophical/religious control: Society is controlled by philosophical or religious ideology often enforced through a dictatorship or theocratic government.

The Dystopian Protagonist
- Often feels trapped in their life and is struggling to escape.
- Questions the existing social and political systems.
- Believes or feels that something is terribly wrong with the society in which they live.
- It is through the perspective of the protagonist that the audience recognizes the negative aspects of the dystopian world.

Background information for the “1984” Macintosh Ad

NineteenEighty-Four by George Orwell
The title of this advertisement is an allusion to the novel written in 1949 by George Orwell. The novel takes place in the year 1984 and depicts a dystopian society in which the citizen’s freedoms are restricted by totalitarian government ruled by a dictator referred to as “Big Brother”. In the society that Orwell describes, everybody is under complete surveillance by the authorities. The people are constantly reminded of this by the phrase “Big Brother is watching you” a reference to the dictator’s image displayed on two-way computer screens placed throughout society and monitored by the Thought Police who are looking for subversive thought and speech referred to in the book as “thought crime”. Many critics draw parallels between today’s society and the world depicted in the novel, suggesting that we are starting to live in what has become known as an Orwellian society.

Fast facts about the “1984” Macintosh advertisement
- Was first aired during half-time of the 1984 Super Bowl to announce the arrival of Apple’s new personal computer called “The Macintosh”.
- When this advertisement aired Apple was in a fight with IBM to win control of the personal computer market.
- In the 1980’s Apple had the image of the maverick, anti-corporate company. For example the company encouraged employees to wear jeans and t-shirts to work.
- In the 1980’s IBM was famous for its rigid company structure and insistence on that its employees maintain the “blue-suited corporate look and attitude”. The nickname for IBM is “Big Blue”.
- The advertisement was directed by Ridley Scott (Alien, 1979, and Blade Runner, 1982) and cost $1.6 million to produce.