

“1984” Macintosh Commercial Analysis Worksheet

Use the chart below to gather examples of dystopian characteristics from the commercial. Use strong, concrete details in your description of the example and interpretation.

Dystopian Characteristic	Example from the Commercial	Interpretation of the Example
A figurehead or concept is worshipped by the citizens of the society.		
Citizens are perceived to be under constant surveillance.		
Citizens live in a “dehumanized” state.		
Conformity among citizens and assumption that individuality and dissent are bad.		
An illusion of a perfect utopian society.		

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The protagonist of the commercial is the woman dressed in athletic clothing who destroys the large computer screen with a hammer. Use the chart below to gather examples of indirect characterization from the commercial that help establish this character as a dystopian protagonist.

Dystopian Protagonist Characteristic	Example of Indirect Characterization	Negative Aspects of the Dystopia It Reveals
Often feels trapped in their life and is struggling to escape.		
Questions the existing social and political systems.		
Demonstrates behavior or expresses ideas that reflect a belief that something is terribly wrong with the society in which they live.		
Is treated as an outcast by society due to appearance, behavior, thoughts, beliefs, or other characteristics that are in conflict with the norms of the dystopia.		