

Akea

Animal Farm Propaganda Poster

Artist Statement



My propaganda poster depicts the grave of Boxer surrounded by various presents that have been left for him. On the grave it reads "RIP Boxer" and below that, another inscription reads what Squealer said Boxer's last words were: "Long live Animal Farm! Long live Comrade Napoleon." On top of the grave is a pig hoof.

My poster uses emotional appeal from the perspective of Napoleon. In the book, the pigs used the death of Boxer as leverage over the animals. I decided to make the poster from the perspective of Napoleon as he was in charge of the pigs. The death of Boxer made a lot of the animals scared and vulnerable; when a loved one dies it is always a confusing time, and in the previous months the animals had seen more death than they had ever before. Boxer's death was especially painful for the animals on the farm, as many of them were close with him. I think Napoleon would take advantage of the animal's confusion to increase his own power.

Emotional appeal is used on many levels in *Animal Farm*. When the windmill is broken, Napoleon seizes on the animals' sadness at having their greatest creation destroyed and vents that anger out on Snowball, saying to the animal present on page 71, "Forward, comrades! Long live the windmill! Long live animal farm." Later, when the chickens were made to give up their eggs, Napoleon used the excuse that the eggs would benefit the farm. By doing this, Napoleon tries to create feelings of guilt in the chickens.