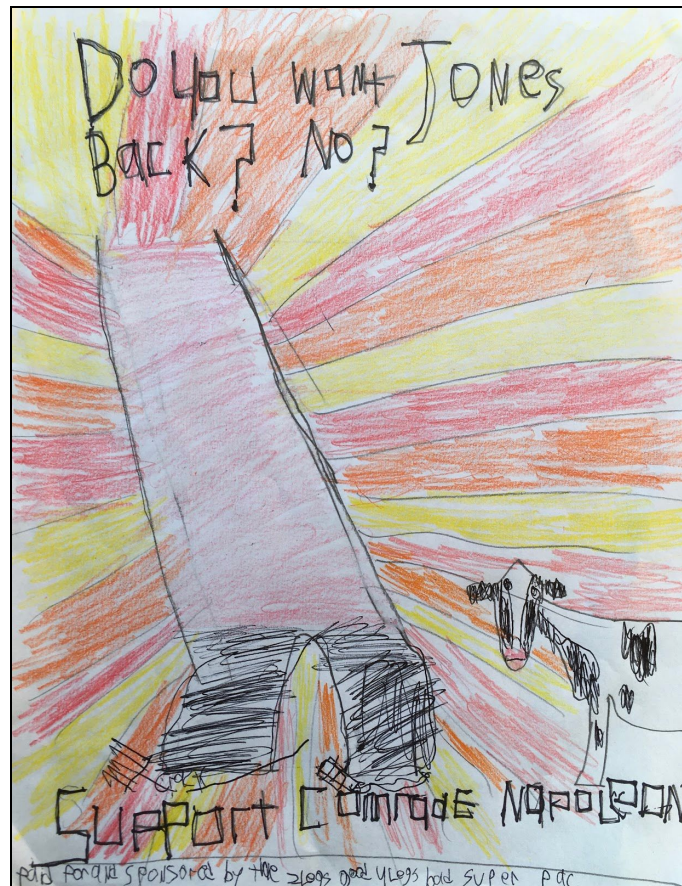


Sam

Animal Farm Propaganda Poster

Artist Statement



For my propaganda poster, I depicted a pig's foot stomping on a pitchfork and a whip, which represent the tyranny of Jones with a cow watching as those tools are destroyed. There are rays of sunshine coming out of the foot. The text says, "Do you want Jones back? No? Support comrade Napoleon." On the bottom in small text I added, "paid for and sponsored by the 4 legs good 2 legs bad super PAC" as a satire on the influence of super PACs in the real world.

This propaganda poster is from the perspective of the pigs, and specifically Napoleon, who take advantage of the animals' hatred of Jones and his oppression. Napoleon and the pigs are known for using Jones as an excuse to violate Animalism. I used transfer by showing Napoleon destroying the tools that represent Jones and the oppression of the animals in hopes that the animals' hatred of Jones will transfer into support for Napoleon.

In total the meaning of my poster is that the pigs have destroyed Jones, and Jones's oppression, in the form of the whip and pitchfork, and made Animal Farm prosperous in the form of the rays of sun coming out of the pig's foot.

Transfer is generally used by the pigs to turn the animals' fear and hatred of Jones into support of the pigs, who frame themselves as the ones who destroyed Jones and the humans. An example of this is when, on page 67, Squealer says, "Surely none of you wish to see Jones back?" He said this after saying that the pigs are brainworkers and that Jones would come back if the animals didn't support the pigs sleeping in beds. It transfers the animals' fear of Jones into acceptance of the pigs sleeping in beds by framing the pigs as the only ones stopping Jones. It also transfers the animals' support of Animal farm into support of the pigs who frame themselves as defenders of the farm.