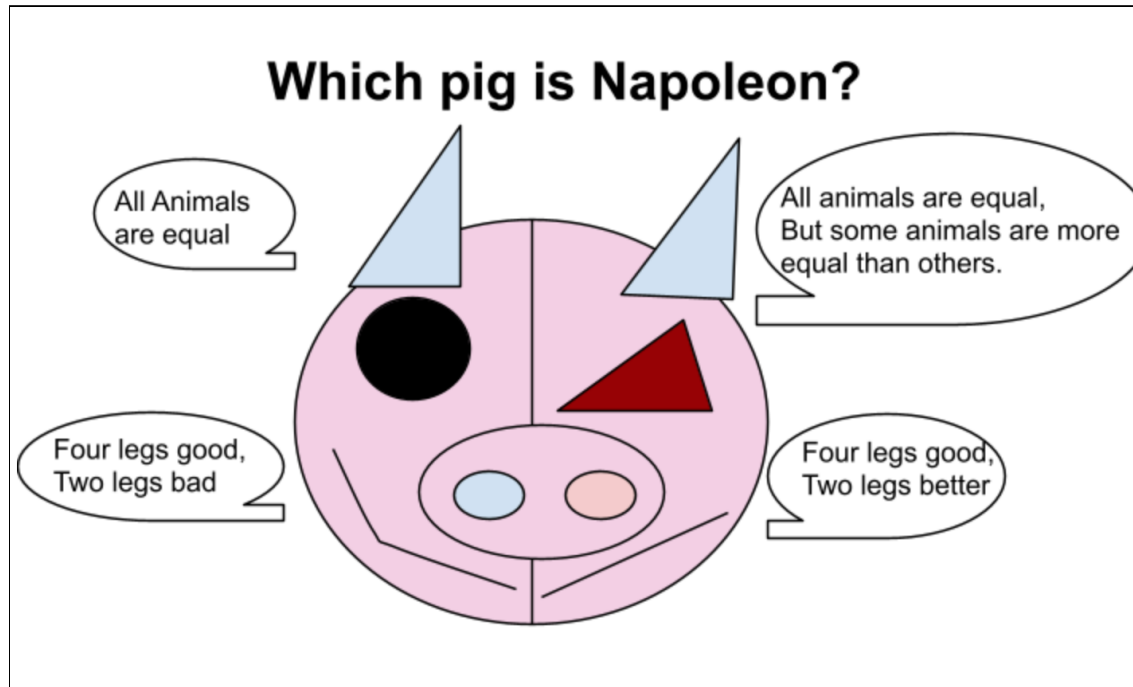


Auden
Animal Farm Propaganda Poster
Artist Statement



My drawing is of Napoleon saying certain phrases, some to the spirit of Animalism, others in support of humanity. Above the drawing there is a question, reading "Which pig is Napoleon?"

The propaganda I am drawing is from the perspective of Benjamin, using both repetition and mudslinging. Benjamin is always the most knowledgeable about how Napoleon and Squealer are deceiving the farm's animals, so it makes sense that he would make a good opposition. Benjamin is representing Napoleon as a split pig, between the repetition of the phrases about equality between animals and animals being greater than humans, and the mudslinging by showing Napoleon saying things contrary to the spirit of Animalism, conveying that some animals are better than others, and that humans are better than animals. Benjamin is trying to convince the animals to not follow Napoleon.

These propaganda techniques are used in Animal Farm many times by Napoleon and Squealer. Squealer and Napoleon often use mudslinging to get the animals to hate Snowball, but there are also traditions that Napoleon set up to make the animals have pride in their work. When the windmill is destroyed overnight, Napoleon tries to get the animals to like him more simply by getting them to hate Snowball more. Orwell writes, "'Comrades,' he said quietly, 'do you know who is responsible for this? Do you know ... SNOWBALL' he suddenly roared in a voice of thunder. 'Snowball has done this thing! In sheer malignity, thinking to set back our plans...'"(69-70). Napoleon says this to get the other animals to hate Snowball, because they worked very hard to build the windmill, so this is mudslinging. Also, when the animals feel like they are losing faith in Animal Farm, Orwell narrates, "But when the animals saw the green flag flying, and heard the gun firing again..."(106). This is repetition because this is one of the traditions that the animals enjoy, and repetition gives them comfort.