

Aya
Animal Farm Propaganda Poster
Artist Statement



My poster is a picture of Napoleon holding up the barn, and the animals below him saying that they love him, and that he's fearless. My poster says "Comrade Napoleon, we help him, he helps us," to show that they all contribute and help each other. The picture is showing how Napoleon is a great leader, and really holds up the barn.

My propaganda technique is a bandwagon, and I showed that by illustrating how all the animals love and respect Comrade Napoleon. The animals are saying you should look up to Napoleon because he does all of these amazing things for us. The poster suggests that all the animals look up to and respect Napoleon, so you should too. This also suggests that if the viewer doesn't look up to Napoleon they will be left out and isolated. This is drawn from Napoleon's perspective. Napoleon is the farm leader, and he would want this poster on the wall because it is showing how everyone should look up to and respect him, and listen to what he is saying.

The pigs use the bandwagon propaganda technique many times throughout the book. They want all the animals to support them as leaders and believe that they are doing the right thing. Bandwagon helps the pigs achieve this by pressuring all the animals to think in the same way so that there are no animals left who would question them or their power. One place this technique was used is on page 36, when Squealer says, "Surely there is no one among you who wants to see Jones come back?" This is an example of the bandwagon propaganda technique because he is pressuring the animals to do what everyone else is doing.