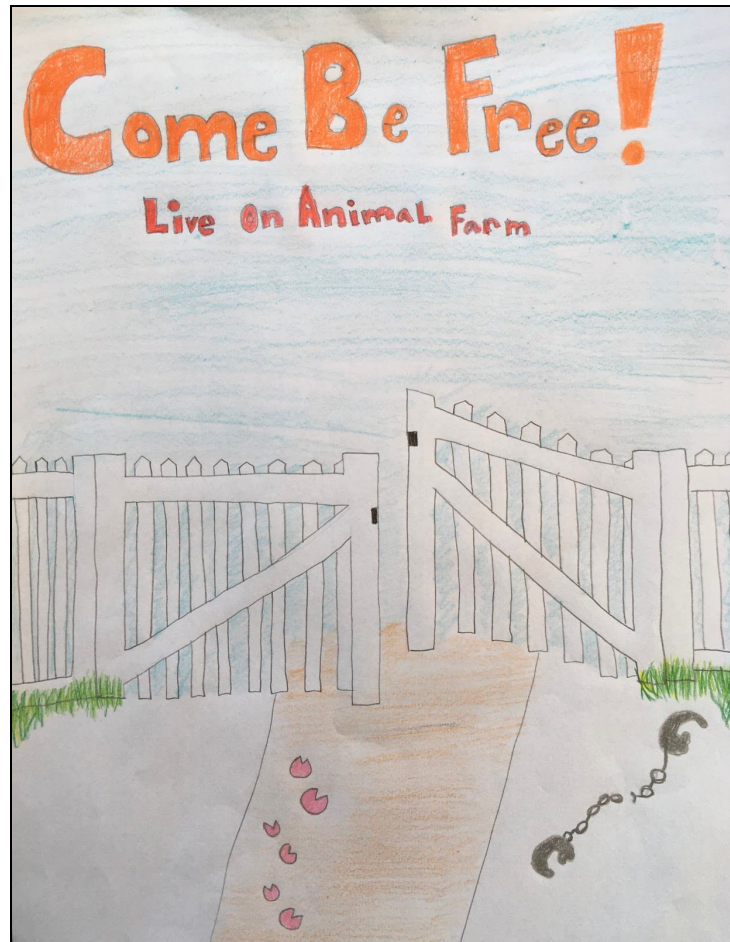


Charlotte
Animal Farm Propaganda Poster
Artist Statement



For my propaganda poster, I went for a minimalist look. It shows a white, open, un-locked gate with a walkway leading to it with pig hooves prints on it. It zooms out to a lovely blue sky past the gate. On the ground, I have drawn shackles. Above the gate, in the sky, it reads in big red letters the words, "Come Be Free!" Underneath are the words "Live on Animal Farm."

My propaganda poster technique is card stacking from the viewpoint of Snowball. Snowball was one of the original pigs on Animal Farm, he was a big supporter of the original Animal Farm idea and played a prominent part in shaping it. He was one of the main pigs to use propaganda to help Animal Farm gain more following. The poster uses card stacking which is displaying the best features of a place or product. My poster uses this when it says "Come be Free" because the best part of Animal Farm is the animals are not under the control of humans and are "free." However, besides the fact that they are not under the control of humans, Animal Farm doesn't have any other good qualities to it.

Card stacking is used quite a lot in Animal Farm in speeches to motivate the animals. For example, in one instance, Squealer was explaining to the other animals that the pigs should get the milk so that they would be able to guide them through the farm but Squealer didn't tell the animals that the animals could starve from not enough milk and that the pigs don't need all of the milk. Squealer says "apples and milk contain substances absolutely necessary to the well-being of a pig" (pg. 36).