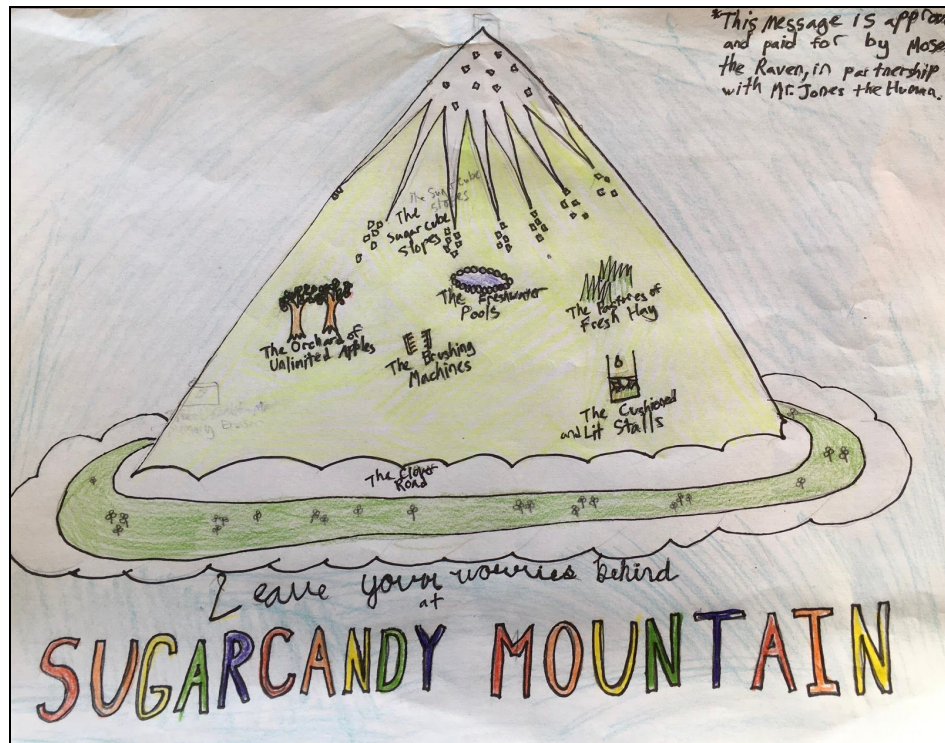


Eleanor  
Animal Farm Propaganda Poster  
Artist Statement



My poster depicts a map of Sugarcandy Mountain, a fantastical place where animals supposedly go when they die. The map shows the locations "The Sugar Cube Slopes," "The Orchard of Fresh Apples," "The Freshwater Pools," "The Pastures of Fresh Hay," "The Cushioned and Lit Stalls," "The Brushing Machines" and "The Clover Road." Below the mountain are the words "Leave your worries behind at Sugarcandy Mountain," and in the top right corner are the words "\*This message is approved and paid for by Moses the Raven, in partnership with Mr. Jones the Human."

The propaganda technique I displayed here is Emotional Appeal, and I have depicted a place filled with things that the animals -- the audience -- would love. The name of the place -- Sugarcandy Mountain -- is in itself Emotional Appeal. Many of the animals love sugar, and while some may not know what candy is, they will probably still think it is amazing. The poster is from the perspective of Moses the Raven, a former pet of Jones's and a great supporter of him. He would go around telling people that honestly, it was fine if they died or were killed for meat because they would go to Sugarcandy Mountain and live in happiness forever.

In *Animal Farm*, this technique is mostly used by the pigs to convince the rest of the animals that times will be great and worry-free. They never were, but these tales kept the animals going, toiling entirely for the pigs' benefit because they thought they would get something out of it. When Snowball is trying to convince the animals to build the windmill, he says, "Electricity could operate threshing machines, ploughs, harrows, rollers, and reapers and binders, besides supplying every stall with its own electric light, hot and cold water, and an electric heater" (52). Here Snowball is appealing to the animals' desire for better living conditions by describing things much better than what they have now, and then saying that it's achievable, if they just work hard enough.