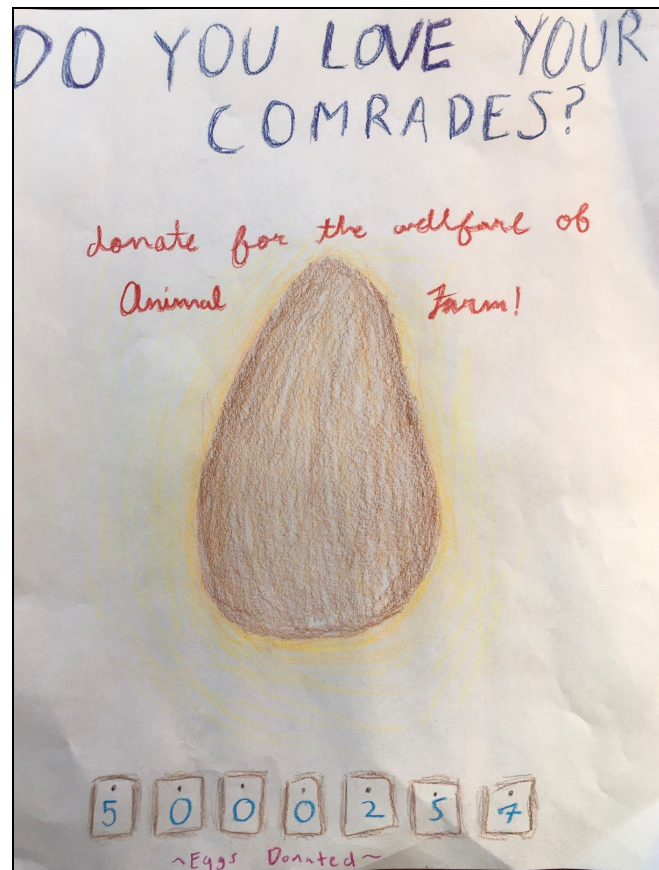


Frances  
Animal Farm Propaganda Poster  
Artist Statement



A large brown egg, illuminated by an ethereal golden light, sits central on the front of this poster. Above it, written in a dark blue and fully capitalized, the question, “Do you love your comrades?” is written. Slightly under that, in a smaller red cursive, “Donate for the welfare of Animal Farm!” is printed merrily. Finally, at the very bottom of the illustration are seven boxes, drawn in such a way to make them look like nailed-on plates, which contain a number in the five millions with “Eggs donated” beneath it to demonstrate the inane amount of chickens who have given their eggs.

The propaganda techniques used in this poster are emotional appeal and bandwagon. From the perspective of the chickens of Animal Farm, this would be something Napoleon or Squealer would post around the farm to guilt the birds into giving them their eggs, probably to be sold for profit. With the use of, “5,000,000 eggs donated” they might feel pressured to donate their eggs, with the mindset of *Well, if everybody else is doing it, I probably should be, too*, so that “donating” becomes not much of a choice at all. As for the emotional appeal part of it, the use of this endearing question at the top of the poster would make it seem as if by *not* donating, one would *not* be loving their comrades, therefore subtly guilted the reader into further action.

Generally, emotional appeal and *Animal Farm* by George Orwell go hand in hand. From the endless use of the getting-things-out-of-animals-by-guiling-them-into-it technique demonstrated by Squealer and Napoleon to reminding their citizens of how great they are with past memories. Though pretty unethical, this technique proves extremely effective throughout the entirety of the book. Not only that, though, but there’s also quite a bit of bandwagon in there, too. In the quote, “Surely there is no one among you who wants to see Mr. Jones come back?” said by Squealer on page 36, we see this very thing play out. *You wouldn’t want to have to contradict your buddies, would you?* The hog seems to ask, only with a false cover of sincerity covering it.