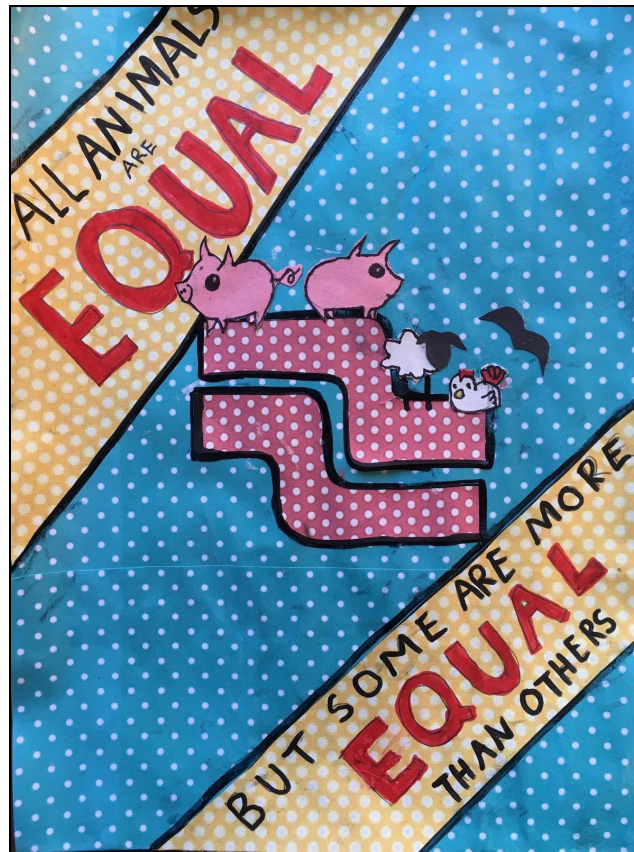


Genesee
Animal Farm Propaganda Poster
Artist Statement



This propaganda poster depicts a warped “equals” sign, in which all of the animals are technically on the same ground, but some are clearly higher than others. This poster was inspired by the preposterous saying “All animals are equal but some are more equal than others.” Although this slogan seemingly contradicts itself, when accompanied by the distorted symbol of unity, the meaning becomes quite clear.

One can imagine Napoleon and his followers putting posters up like this. Much like everything he does, there is a complex political equation going on behind the scenes. On the one hand, Napoleon is using snob appeal to entice those of higher social class (pigs) to come support him. However, on the other hand, because it would be foolish to upset the common animal, the lower citizens can take solace in the fact that they are still on the same plane. In this way, it is much like the political propaganda method of plain folks.

Throughout the book, Napoleon attempts to make the animals seem unified, even when he is actively trying to separate the pigs from other members of his society. Napoleon sends Squealer to make countless public appearances in which he says things like, “Besides, in those days we had been slaves and now we were free, and that made all the difference,” (p.77) only to retreat into his palace and drink alcohol, sleep on a bed, and do other human things that fundamentally contradict the law that he helped create. This statement from Squealer is not unlike the message of this poster because both are trying to keep the rich and powerful on their side without sparking revolution amongst oppressed farm animals.