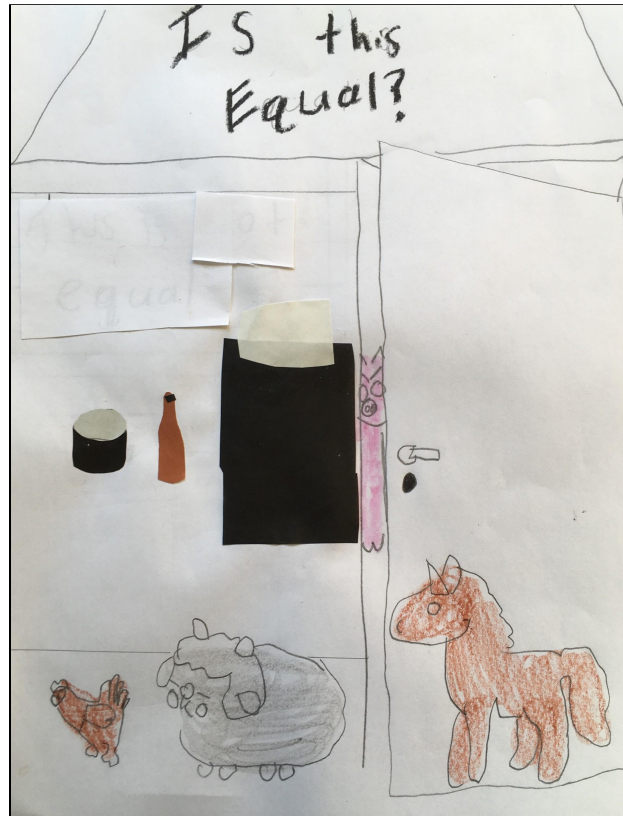


Ivy
Animal Farm Propaganda Poster
Artist Statement



On my poster, there is milk and beer inside a house while several animals are on the outside and the pigs are inside. The pigs are on the inside because they put themselves at the top of the hierarchy. There is also a sentence on my poster that says "Is this equal?" This is directed to the animals because they are not being treated equally by the pigs.

The propaganda technique I used for this poster is an emotional appeal. I used it by showing how it is not fair that the pigs get everything and the other animals don't get anything. In that way, the poster would create the emotion of anger in the viewer, because the pigs are getting everything, and the other animals aren't getting anything. I think Benjamin would make this poster because he is suspicious of the pigs. He is hoping to gain the animals' trust to believe him that the pigs are wrong.

Emotional appeal is often used by the pigs to force fear onto other animals. After the revolution to take over the farm, the pigs took the milk that used to be used for mixing into other animals' food, and Squealer said that they needed the milk to perform their duties: "Do you know what would happen if we pigs failed our duty? Jones would come back!" (Pg 36) This creates fear in the animals about the farmer Jones returning. The animals stop questioning the pigs about the milk because they are so worried that Jones will come back.