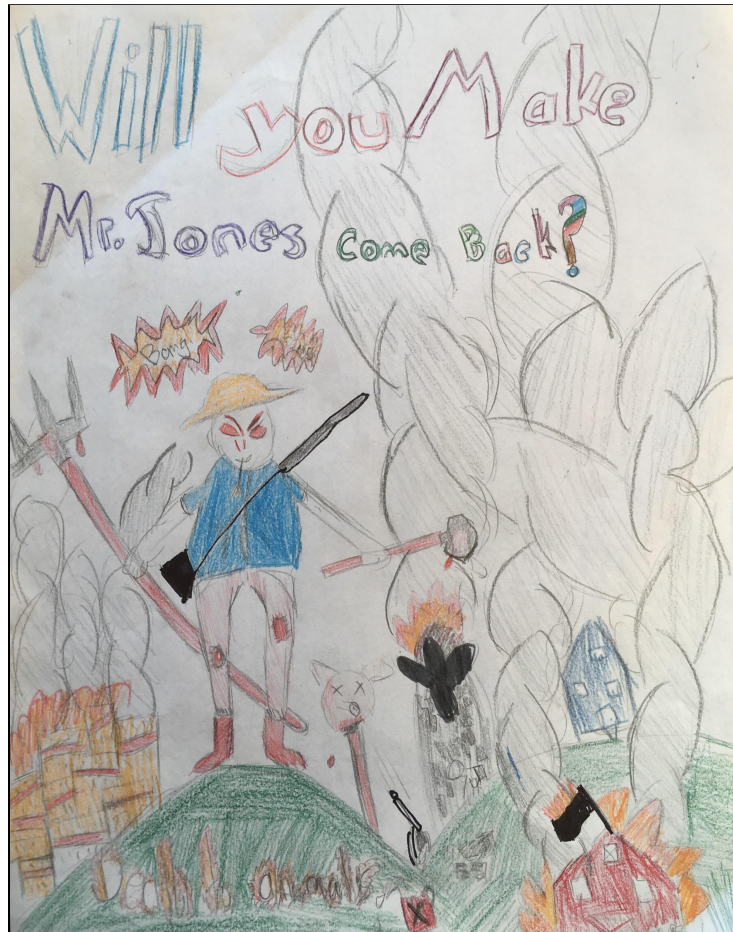


Jack Ozro  
Animal Farm Propaganda Poster  
Artist Statement



This propaganda poster depicts Mr. Jones burning down the Animal Farm and killing all of the animals that are in the farm. The text “DEATH TO ANIMALS” on the side of the hill and a pig's head on a spear next to Mr. Jones to show how terrible he is. The windmill and the flag are both burning to show what will happen if Mr. Jones comes back. Pure destruction. Finally, there is text above all of this saying “Will you make Mr. Jones come back?”

This poster is depicting the way that the pigs used emotional appeal to convince the other animals that if they did not support the pigs then Mr. Jones will come back and destroy everything and kill all of them. This poster is from the perspective of the pigs. This is what they are trying to tell the animals about what will happen if they are not fed and happy.

This technique of emotional appeal is used by the pigs to get what they want without giving up anything. When they steal the milk, they just say that they need it to protect the other animals. They say that without it, Mr. Jones will come back and destroy everything. Here is a quote of Squealer saying exactly that: “Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones would come back! Surely, comrades’ cried Squealer almost pleading, skipping from side to side and whisking his tail, ‘Surely there is no one among you who wants to see Jones come back?’” Now if there was one thing that the animals were completely certain of, it was that they did not want Jones to come back”(page # 36). It does seem like the pigs used the animals’ fear of Jones to take more things for themselves.