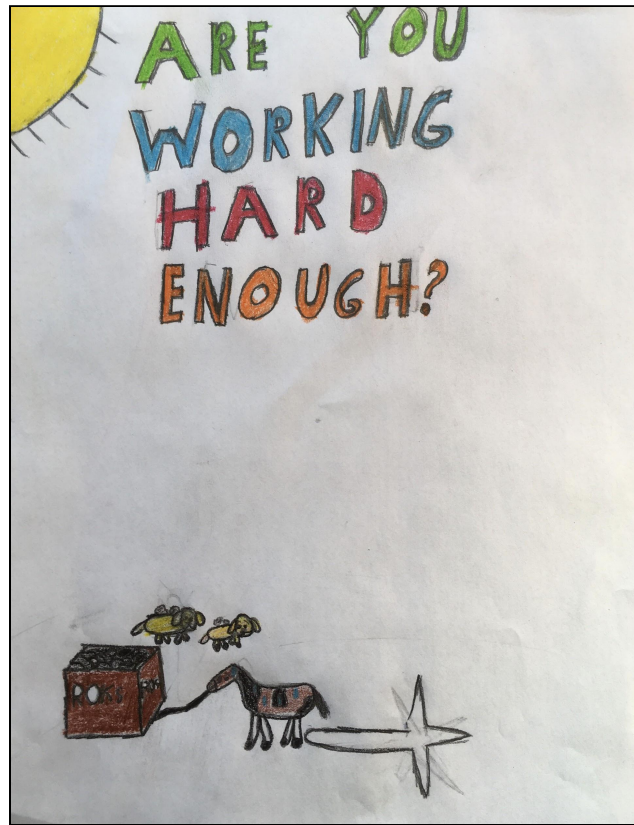


Jajan
Animal Farm Propaganda Poster
Artist Statement



My propaganda poster shows three animals: a horse and two dogs. The poster shows Boxer the horse carrying a box full of stones to a broken windmill while the two dogs are just having trouble carrying one stone each. This is depicting that Boxer is pushing himself, working harder than the other animals. The text on my poster is asking "Are you working hard enough?"

The poster is using the slogan propaganda technique from the perspective of Napoleon. It is showing Napoleon watching Boxer carry a whole box of stones while the other animals carry small stones. The slogan in this poster is "Are you working hard enough?" which is a new version of Boxer's motto, "I will work harder." If the animals aren't working hard enough, Napoleon does not benefit so much from the harvest of food and the other work that the animals are doing on projects like the windmill. For this reason, Napoleon would use this slogan – "Are you working hard enough?" – to push the animals to work harder.

Throughout the book, Boxer uses slogans or mottos to keep himself from slacking. The other animals admire Boxer's work ethic. But Napoleon is a pig which, according to most animals on the farm, means that he is smarter than Boxer. Boxer thinks that Napoleon is always right since Napoleon is a pig. Because of that, we see one of Boxer's slogans used a lot which is "Napoleon is always right" (p. 56). Boxer thinks that Napoleon makes smart and good decisions for the farm, and because the animals trust Boxer, his slogan helps Napoleon maintain power.