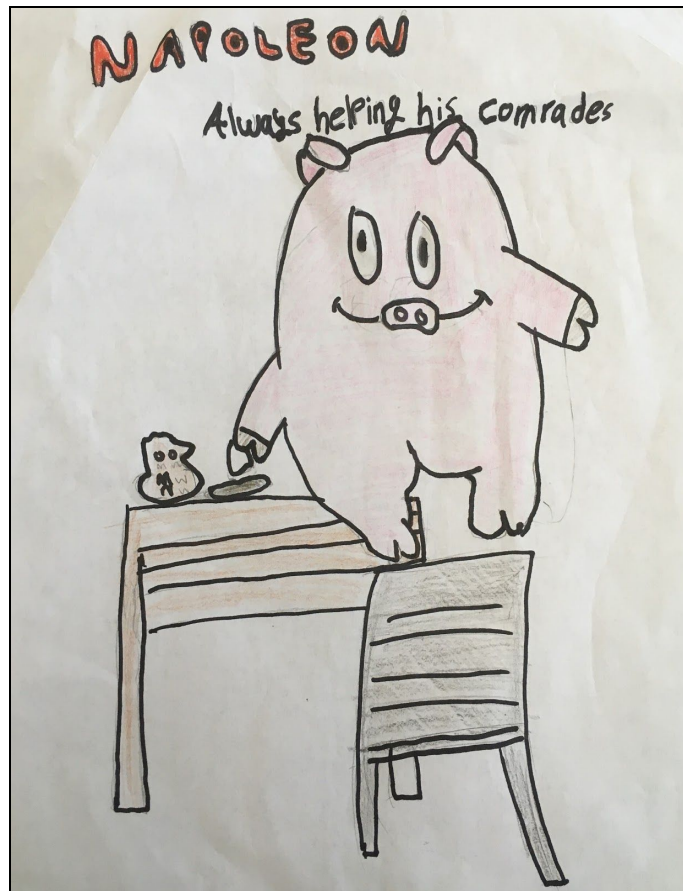


Jesus

Animal Farm Propaganda Poster

Artist Statement



This propaganda poster contains the images of a pig standing on a stool, which is being used as a ladder. The pig is putting an egg that has fallen off its nest back onto the nest. There is also a chicken waiting for the pig to put the egg back. The text on the poster is “Napoleon always helping his comrades.”

The propaganda that is being used in this poster is called “plain folks.” This technique is when a powerful person or politician says that they are equal to everybody else – they are just a regular person. In the same way, this poster claims that Napoleon is the same as regular animals. I show this style of propaganda through the text. The phrase, “Napoleon always helping his comrades” demonstrates that he is willing to help the regular workers on the farm. Also, in the picture, Napoleon picks up an egg that has fallen. These two parts of my poster show that Napoleon is willing to help anybody in need, and he doesn’t simply ask someone else to do that for him. This poster could have been created by Napoleon to show how much he cares for his workers. In fact, he is quite a selfish leader, but he would want to prove animals wrong who are suspicious of him.

This technique is used many times, especially when characters use the word “comrade” in a sentence or speech. When this word is said by someone powerful, it makes it sound as though “comrades” are people they work *with*, rather than people they lead. This makes them sound more like regular people than someone with power. When Old Major uses the word “Comrades” in his famous speech on page 6, he is referencing the regular workers, but he is making it sound as though they are all workers on the same level together.