

Kasey  
Animal Farm Propaganda Poster  
Artist Statement



My poster depicts Napoleon as a hero with a cape and light around him. In front of him are some animals—a horse, cow, sheep, a hen and her chicks— looking towards him. Behind him is Mr. Jones but in a shadowy form with bright red eyes. Napoleon is protecting the animals by standing between them and the scary figure.

I am using emotional appeal because this poster makes Napoleon seem like a hero. He is in front of a threat and protecting the other animals. The other animals look up to him and view him as a savior. This poster is from Napoleon's point of view. Napoleon is the leader of the farm and basically calls all of the shots. Napoleon would obviously see himself as the animals' savior and think he is protecting them from the humans. He is trying to evoke fear of Mr. Jones and love and gratitude to him in this poster.

Throughout the book *Animal Farm*, Mr. Jones is seen as a threat or nightmare for the animals. The pigs often use him as a threat or to keep their power by saying if the animals don't follow rules, Jones would come back. This is them using emotional appeal because it makes the animals see them as the only thing between Mr. Jones and them making the animals grateful for Napoleon. Early in the book, a pig named Squealer says, "surely there is no one among you who wants to see Jones come back?" (36) The pigs know the animals fear him and use him to make the animals see them as heroes.