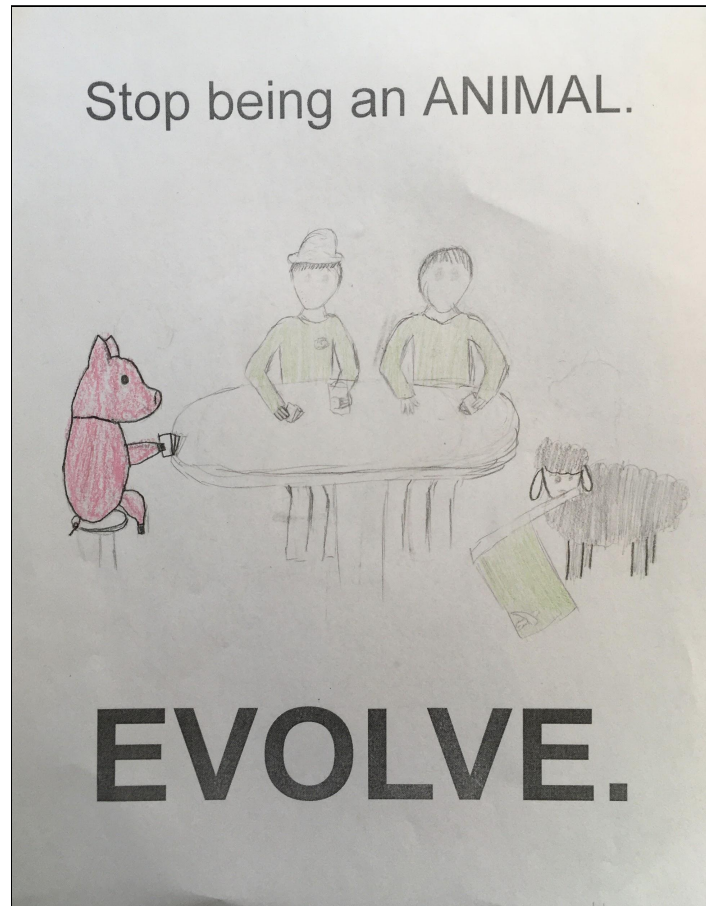


Madeleine  
Animal Farm Propaganda Poster  
Artist Statement



On my poster, I have drawn a pig sitting at a table with two human farmers, playing cards. To the right of the table, there's a sheep holding an Animal Farm flag. On the top of the poster, the text reads "Stop being an animal", and on the bottom it has the word "EVOLVE." To make this, I printed the words from a Google Doc I made, then drew the rest on that paper.

In my poster, I used the glittering generalities propaganda technique, which was defined as "Ideas, ideals and images used to create an emotional response in the audience [...] in the hopes that the emotions will be associated with the speaker or product." My poster does this by making it seem like if an animal evolves, they can be accepted by farmers and have an easier life. I made my poster from Napoleon's perspective, because in the book he suggests that the pigs are better than the other animals, and they need to evolve and become more human-like.

"Glittering generalities" is defined as "Ideas, ideals and images used to create an emotional response in the audience such as "red, white and blue," "freedom," "honor," "sacrifice," "forefathers" in the hopes that the emotions will be associated with the speaker or product." This propaganda technique is used mostly verbally in the book, and one of the first times it shows up is in the "Beasts of England" song near the beginning of the book. "Rings shall vanish from our noses,/and the harness from our back,/bit and spur shall rust forever,/cruel whips shall no more crack." This is saying that once the animals get Jones out of the farm, their life will be easier because they're free.