

Max
Animal Farm Propaganda Poster
Artist Statement



On my poster, there is a pig with a cape representing Napoleon. He is stomping on four humans with all of his legs, representing “Four legs good, two legs bad,” Napoleon’s slogan in Animal Farm. There is text at the bottom saying “Help Comrade Napoleon stomp out the humans!”, with “Comrade Napoleon” and “stomp out” being in a bolder, more aggressive font.

The propaganda technique shown in my poster is “Slogans/jingles”, as it shows the slogan “Four legs good, Two legs bad!” I’ve included it more subtly, as some slogans can be subtle but very effective. It isn’t necessarily drawn from a certain character’s perspective, but it is drawn about Napoleon.

In Animal Farm, there are two slogans primarily used to promote Napoleon and other animals. One is “Four legs good, Two legs bad!” which is used more as an anti-human, pro-animal slogan, and “Napoleon is always right!” which is used more by Napoleon’s followers to try and get it into other animals’ minds that Napoleon is, well, always right. This strategy is shown to be extremely effective, as shown by the quote, “When they had once got it by heart, the sheep developed a great liking for this maxim, and often as they lay in the field they would all start bleating “Four legs good, two legs bad! Four legs good, two legs bad!” and keep it up for hours on end, never growing tired of it.” (pg 34) As the reader sees here, the slogan is so effective and catchy that the animals would repeat it over and over, even when it is not relevant, meaning that it has gotten into their brains. I think it works so well because it goes with the ideas of Animalism, is short and simple, and essentially means of “Animals are good and humans are bad” to rile the animals up.