

Xander  
Animal Farm Propaganda Poster  
Artist Statement



In this poster, I have drawn Napoleon reaching out for more animals to enjoy mountains of food and nice straw beds. I put the words “Join Us” above him. I am trying to create the feeling of happiness in my poster. The imagery of mountains of food and nice beds conveys shelter, warmth, and safety.

I am using a happy and soothing kind of emotional appeal. The picture is trying to bring the animals in and make them feel safe and happy with Napoleon. The poster is from the perspective of Napoleon trying to urge the animals to join him.

One point in the story where Napoleon showed emotional appeal is when he is talking about the harvest: “the harvest was bigger than anything the humans did” (page 30). This is an emotional appeal because Napoleon is giving the animals a feeling of happiness that the revolution is working.