

# Animal Farm Propaganda

## The Real Story



# The missing apples

## Situation

**The Pigs were  
probably eating  
them**

**Or selling them  
for profit**



## Propaganda

**The Apples are  
brain food**

**The pigs need  
them to run the  
farm**

**We don't want  
Jones to come  
back!**

# Chasing Snowball away

## Situation

He was trying to modernize and reduce the work

He was true to Animalism

He was a hero in the Battle of Cowshed

## Propaganda

He was an enemy and a traitor.

His role in the Battle of Cowshed was greatly exaggerated



# Chasing Snowball away

- He is engaged in a plot to overthrow Napoleon
- He was in league with Jones from the start



# The windmill



## **Situation**

**It was  
Snowball's idea**

**He wanted to  
modernize**

**Napoleon hated  
the idea**

**He urinated on  
the plans**

## **Propaganda**

**It was really  
Napoleon's idea**

**Snowball had  
stolen them**

**Napoleon had only  
acted like he  
hated them**

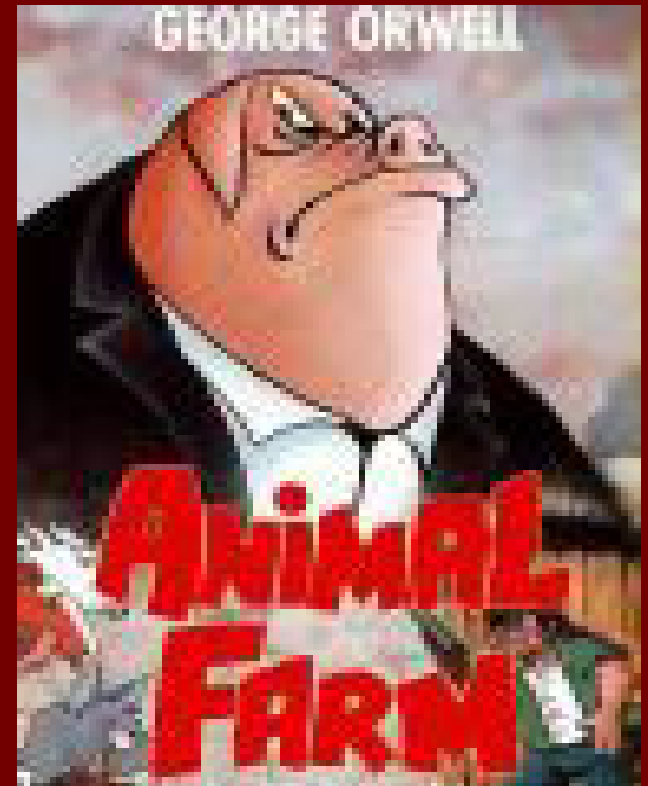
**Tactics**

# The Windmill

**Napoleon just  
acted like he  
hated the idea**

**As a trick to get  
rid of Snowball**

**Snowball stole  
the idea from  
him**



# The Windmill

## What happened to it?

### **Situation**

**A storm blew it down**

**They found a pig's foot print**

**Maybe Squealer or Napoleon made it**

### **Propaganda**

**Snowball sneaked in at night and blew up the windmill**

**They found his foot print to prove it**

# Napoleon and Snowball's Roles in the Battle of Cowshed

## **Situation**

**Snowball planned  
the battle and led  
the troops**

**He attacked Jones**

**He was wounded**

**He received a  
metal**



## **Propaganda**

**Snowball ran  
away like a  
coward**

**He tried to lose  
the battle**

**He was in league  
with Jones from  
the start**

**Napoleon**



# Napoleon and Snowball's Roles in the Battle of Cowshed

## **Situation**

**Napoleon was  
missing from the  
battle**

**We don't know  
where he was**



## **Propaganda**

**Comrade**

**Napoleon sprang  
forward**

**with a cry of  
'Death to  
Humanity!'**

**and sank his  
teeth in Jones's  
leg?**

# Engaging in Trade



## Situation

**No animal shall  
engage in trade**

**Wymper comes  
to the farm**

**They sell lumber  
and food**

## Propaganda

**They are doing it  
only to feed the  
animals**

**The animals don't  
need to touch the  
dirty money**

**Napoleon will do it  
for them**

# Living in a house

## **Situation**

**No animal shall  
live in a house**

**The pigs do**



## **Propaganda**

**The pigs need to  
do business**

**You don't want  
them to live in a  
sty, do you?**



# Sleeping in a bed

## **Situation**

**No animal shall  
sleep in a bed**

**No animal shall  
sleep in a bed  
with sheets**



## **Propaganda**

**The  
commandment  
is changed**

**No animal shall  
sleep in a bed  
with sheets**

**They use a  
blanket**

# The corn supplies

## **Situation**

**The animals are  
starving**

**The food  
supplies are low**



## **Propaganda**

**Sand is put in  
the corn bins**

**It looks like the  
harvest is good**

**Wymper tells  
the humans the  
harvest is great**

# Propaganda

## Situation

**Snowball is  
blamed for  
every problem  
on the farm**

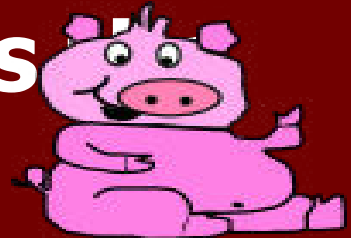
**He is like the  
boogie man**

## Propaganda

**He sneaks in  
and milks the  
cows.**

**He steals the  
eggs**

**He steals  
key**



# More Snowball Propaganda

**Propaganda**

**He stole the  
corn**

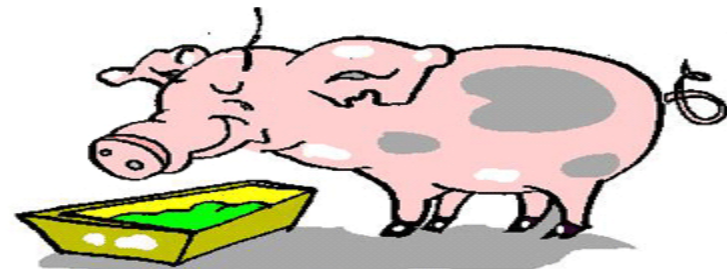
**He upset the  
milk-pails**

**He trampled  
the seedbeds**

**Propaganda**

**He gnawed the  
bark off the fruit  
trees**

**He ate my home  
work**



# The Hens

## **Situation**

**The hens were  
asked to  
sacrifice their  
eggs/babies**

**They rebelled  
and died of  
starvation**

**NAPOLEON'S**

## **Propaganda**

**They died of  
coccidiosis**

