



Use of Propaganda During WWI

<https://www.youtube.com/watch?v=FEzx9fWmfv4>

PROPAGANDA

- **Something designed to influence our opinions, emotions, attitudes and behavior to persuade us to believe in something or to do something.**
- **Can be a poster, ad, song, movie, etc.**



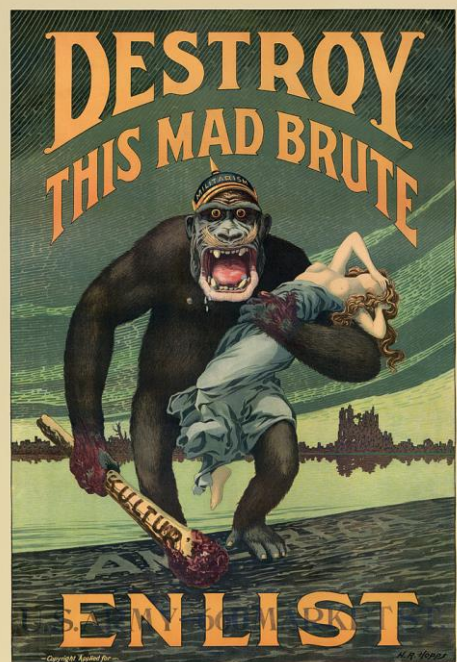
GOALS OF PROPAGANDA POSTERS

- ▶ **Recruitment of soldiers:** posters aimed at recruitment attempted to get men to join the army and fight for their country.
- ▶ **Conservation of goods:** these posters encouraged people at home to conserve goods so that they could be used by soldiers in the war.
- ▶ **Purchasing of war bonds:** these posters advocated the purchase of war bonds, which would help the government fund the war.
- ▶ **Support for the war at home:** these posters encouraged people not in the army to become involved in the war at home by joining organizations or working in industries related to the war effort.

PROPAGANDA

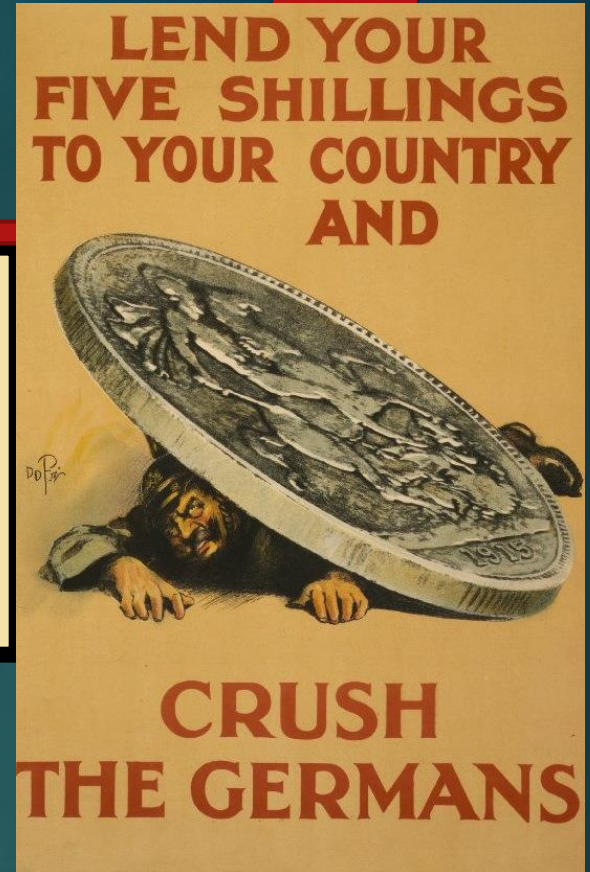
POSITIVE

- Encourage the viewers to feel that they are part of the effort in helping win the war and stop the Germans
- That the war was being won

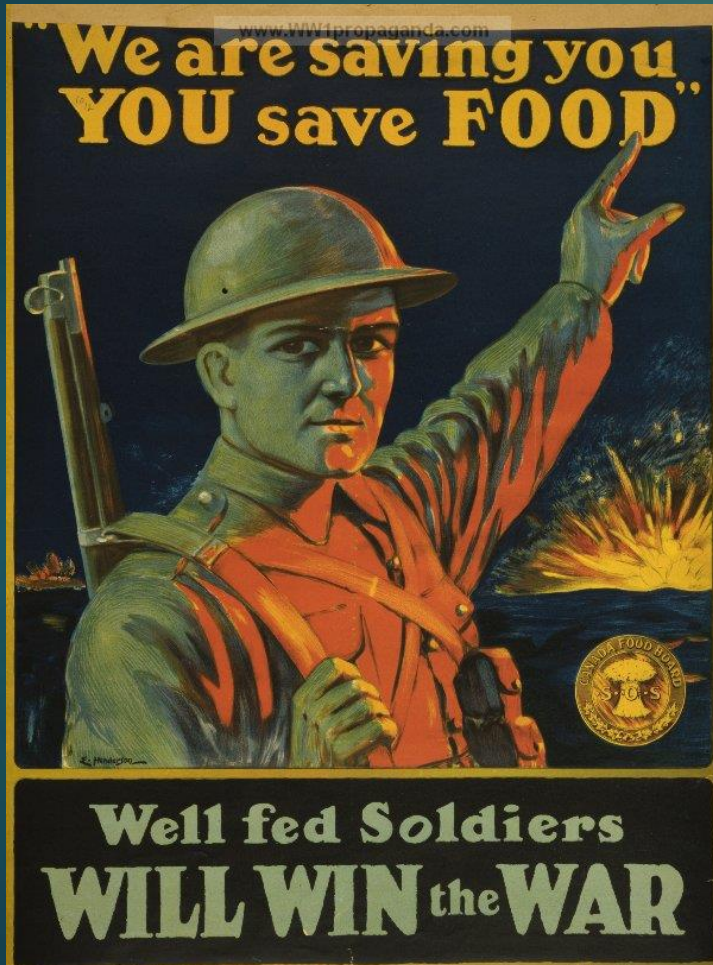


NEGATIVE

- Designed to play on the public's fears
- War will be lost/soldiers will die if you don't do your part
- Enemy portrayed as threat to safety (evil, monsters, etc.)



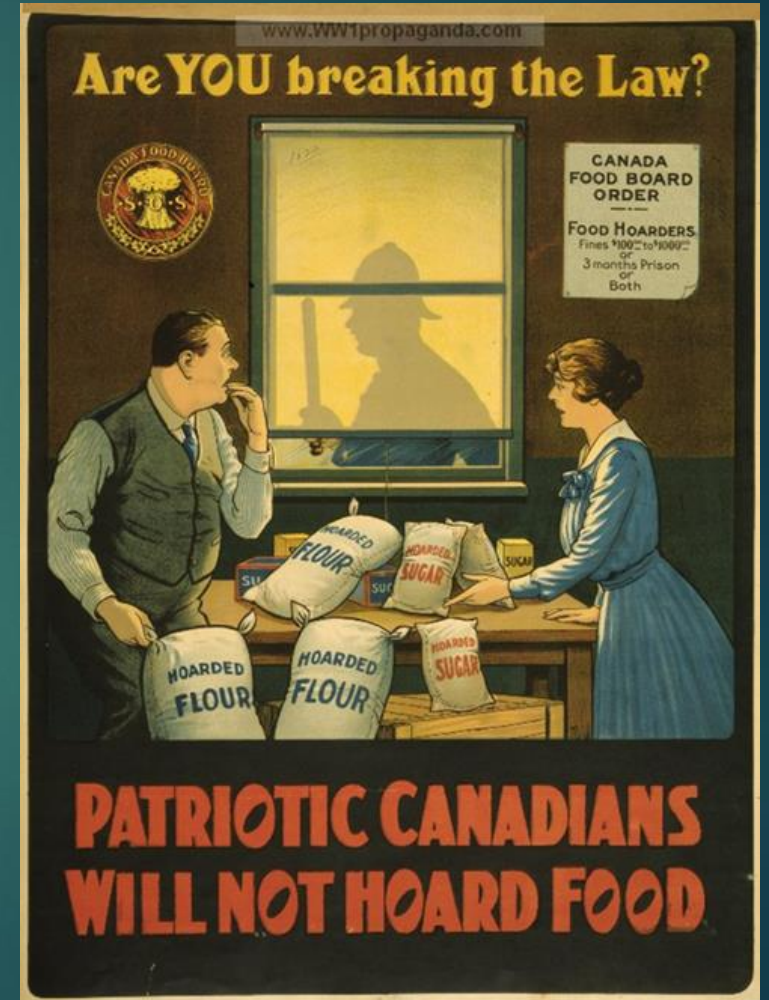
PROPAGANDA INCLUDES:



- A goal for the viewer
- A technique
- Images to capture the viewer
- Words in the form of slogan

PROPAGANDA TECHNIQUES

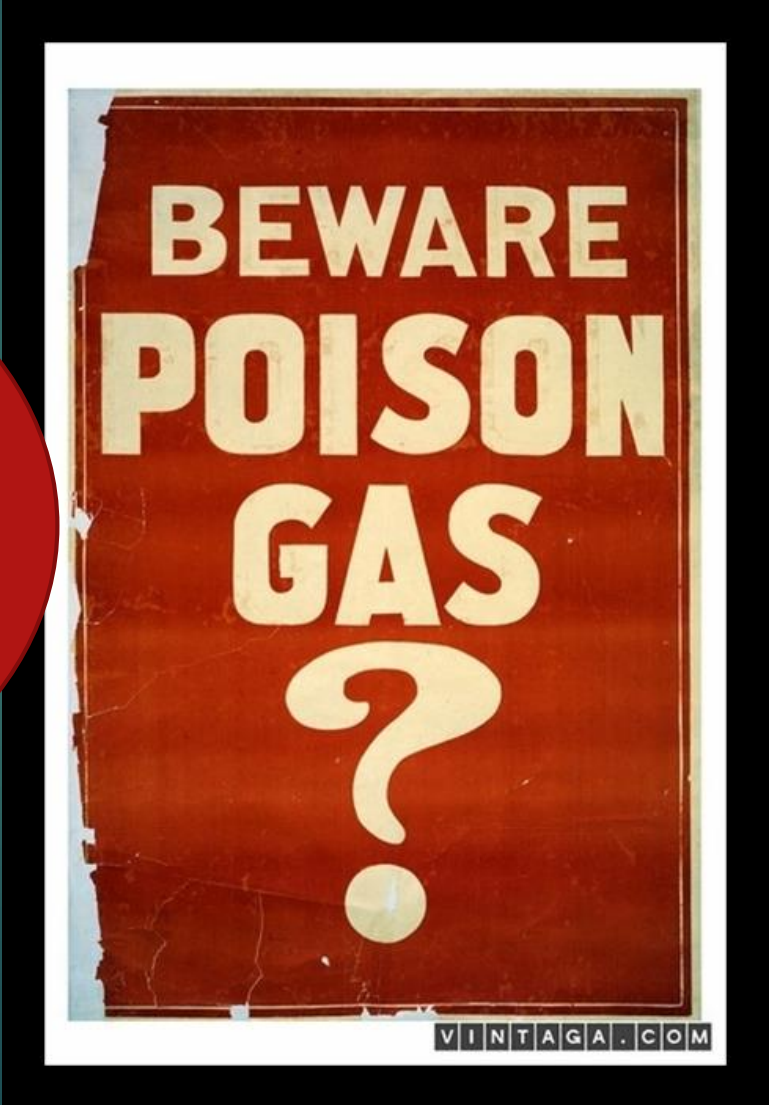
- ❖ Fear
- ❖ Name Calling
- ❖ Glittering Generality
- ❖ Bandwagon
- ❖ Plain Folks Appeal
- ❖ Testimonial



PROPAGANDA TECHNIQUES



FEAR

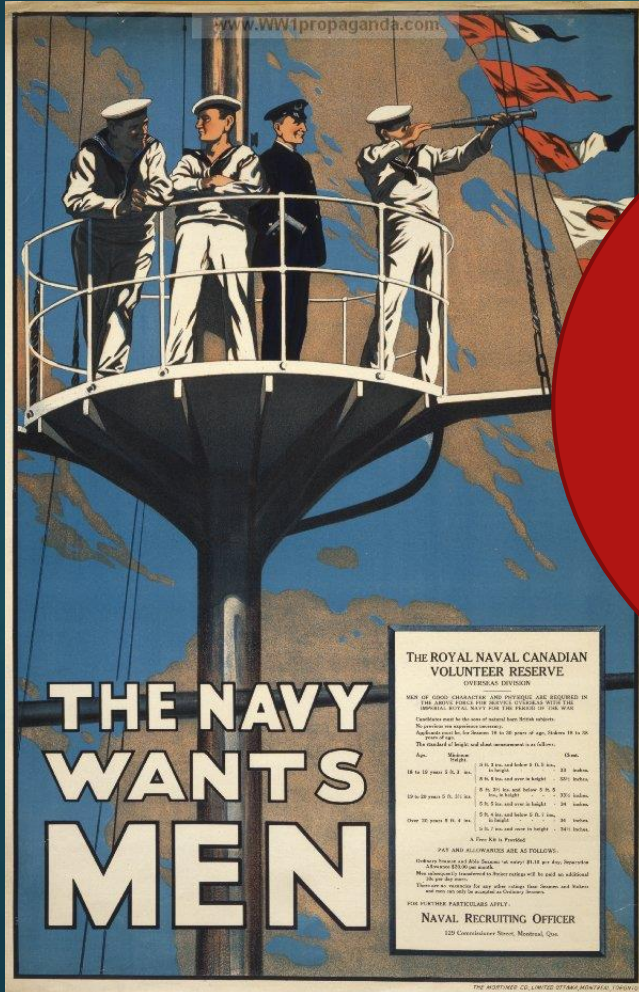


PROPAGANDA TECHNIQUES

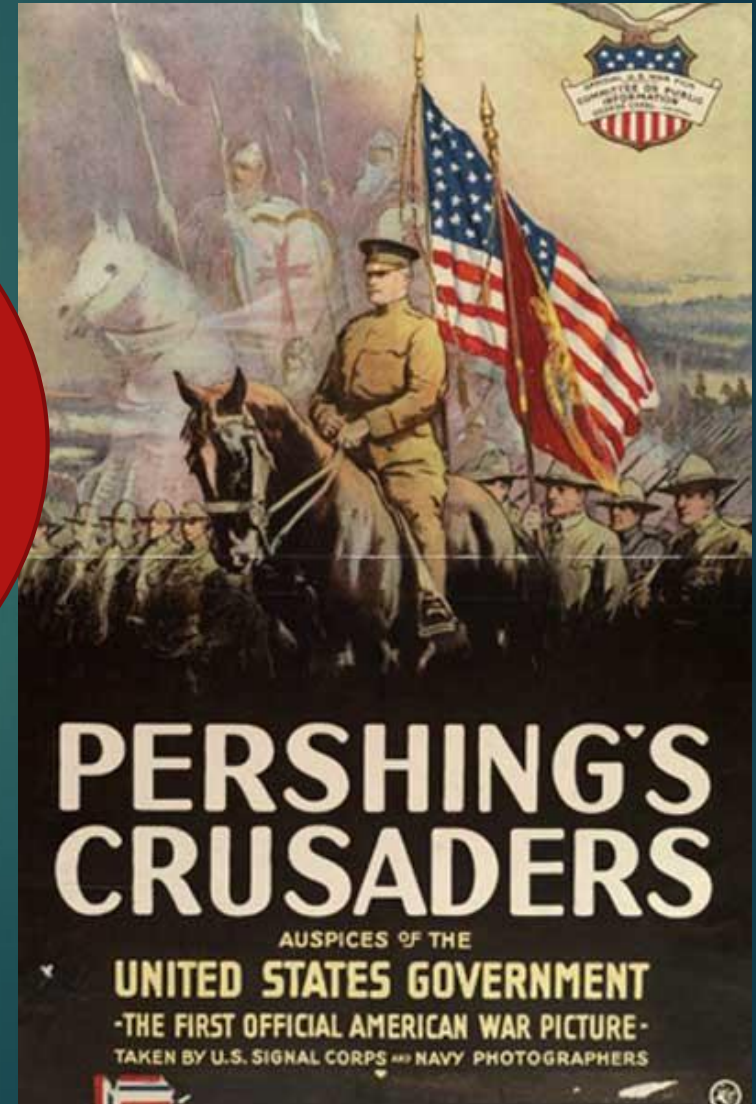
Name Calling
(negative names or
adjectives)



PROPAGANDA TECHNIQUES



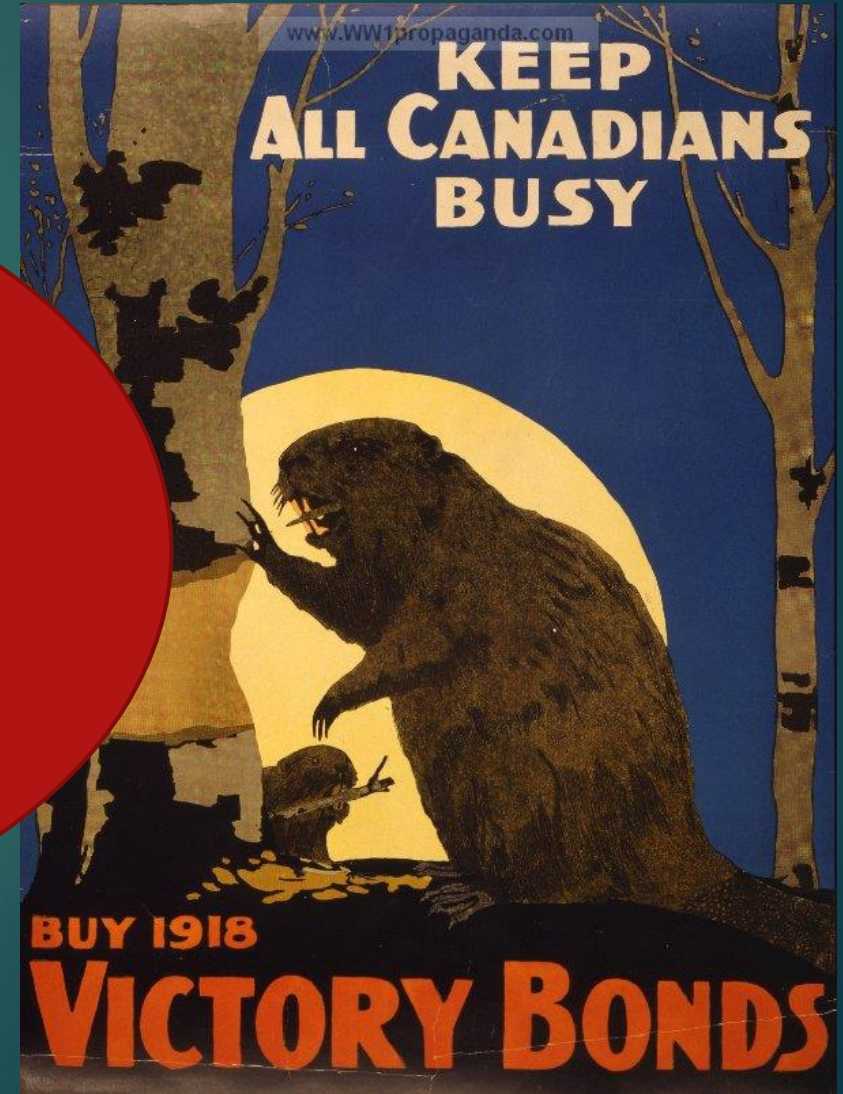
**Glittering
Generality**
(good adjectives or names)



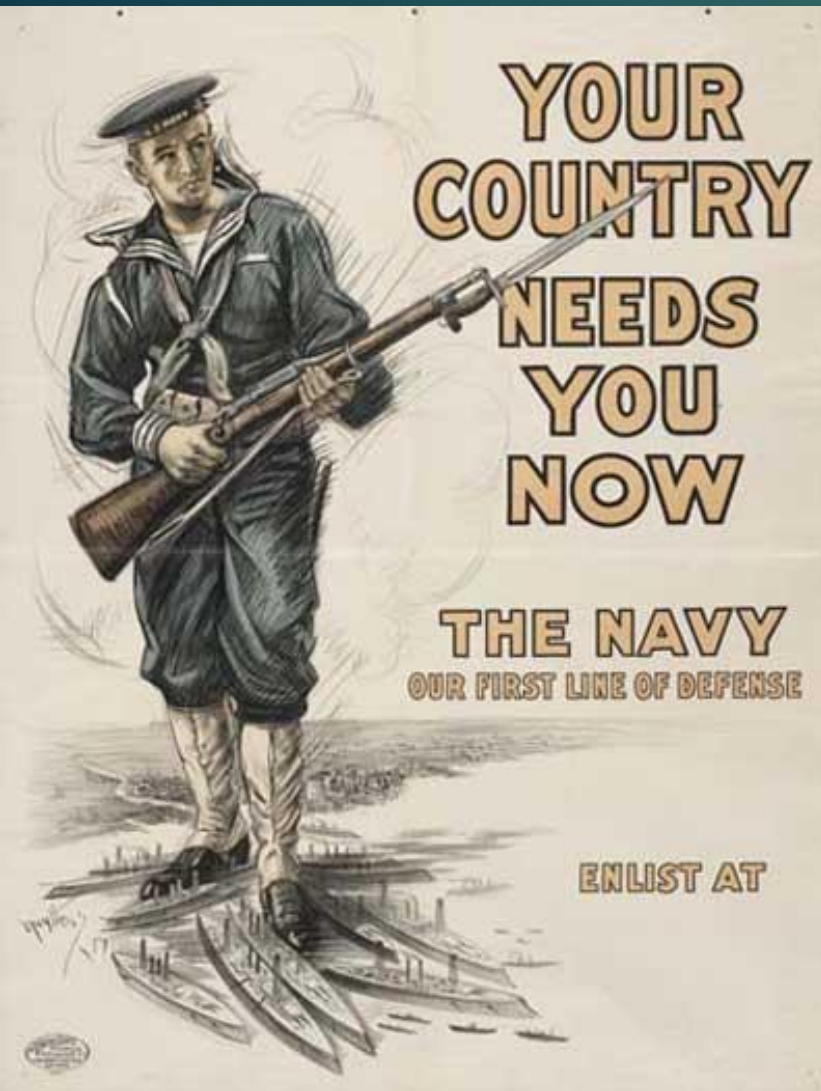
PROPAGANDA TECHNIQUES



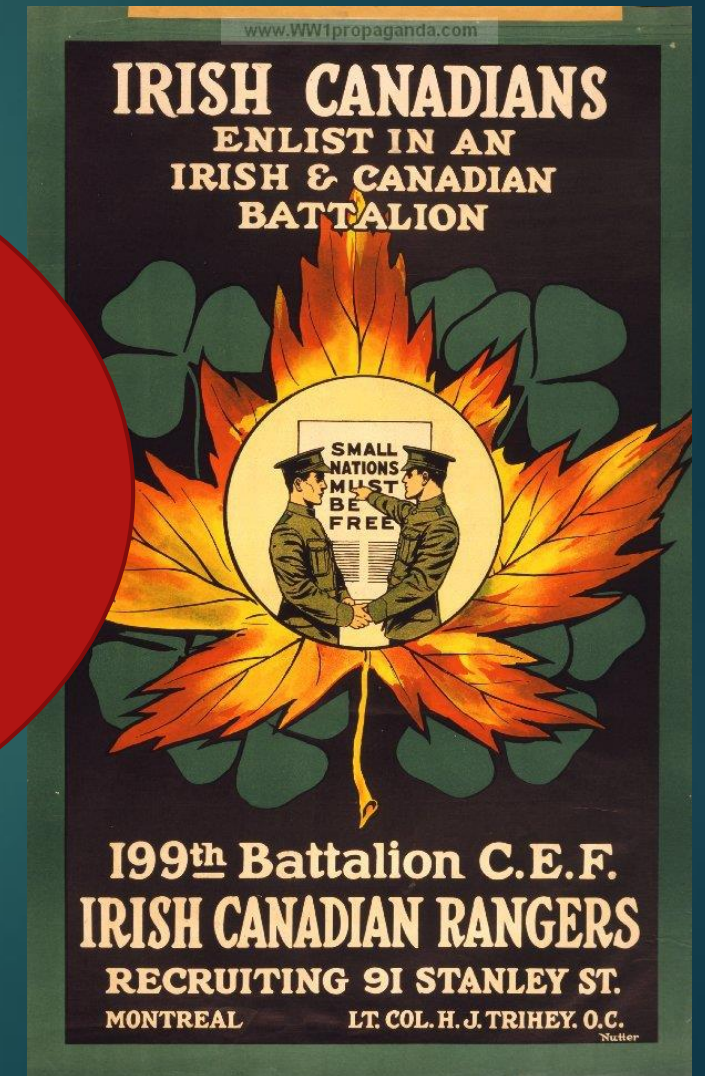
Bandwagon
(Everyone's doing it!)



PROPAGANDA TECHNIQUES



Plain Folks Appeal
("of the people")



PROPAGANDA TECHNIQUES



Testimonial

(Famous endorsement)

Why the need for increased propaganda during WWI?

- ❖ For the people who were against the war effort, posters and headlines were also displayed to justify involvement.
- ❖ As the war progressed, both sides needed more men and both sides started to push more posters requesting and encouraging enlistment.
- ❖ Both sides also needed more and more money. It was hard to get the population to give more money because it was already experiencing a hard economic time. The posters encouraging victory bonds and military donations rose.
- ❖ During WWI, the U.S. published more propaganda posters than any other single nation.



L'ENTENTE CORDIALE ❤️
1915



Miss falten Sie!



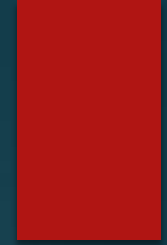
LANGEMARCKE
ST JULIEN
FESTUBERT
GIVENCHY

New names in
Canadian history.

More are coming -
Will you be there?

ENLIST!

C.J. Paterson







Paul Strain

Be Patriotic
sign your country's
pledge to save the food

U.S. FOOD ADMINISTRATION



GEE !!

**I WISH I WERE
A MAN**

**I'd JOIN
The NAVY**

Howard Chandler Christy, 1918

**BE A MAN AND DO IT
UNITED STATES NAVY
RECRUITING STATION**

QUIET!

KNOW YOUR PLACE

SHUT YOUR FACE!

A MESSAGE FROM THE MINISTRY OF HOMELAND SECURITY





ONLY THE NAVY CAN STOP THIS

WATERBURY

WATERBURY

Ads Today

- ▶ Navy Seals <https://www.youtube.com/watch?v=Jmta7GwXCpo>
- ▶ US Air Force <https://www.youtube.com/watch?v=TZMI-eYiHmg>
 - ▶ <https://www.youtube.com/watch?v=LF3B6vR9y1o>
- ▶ USA/Sweden https://www.youtube.com/watch?v=zWqT8Rljt_8
- ▶ Canada
<https://www.youtube.com/watch?v=8ZhGx3AREcw&feature=related>
- ▶ US Marines <https://www.youtube.com/watch?v=6xWA1rp50rs>
- ▶ Slovak <https://www.youtube.com/watch?v=NPbo0m-7sLM>
- ▶ Stella Artois WWI: <https://www.youtube.com/watch?v=msFh08ZsE48>