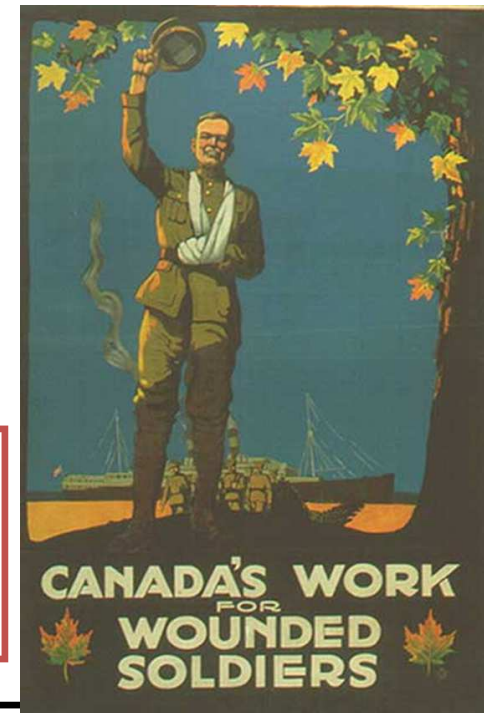


What is Propaganda?

Propaganda is a specific type of message presentation aimed at serving an agenda. At its root, the denotation of propaganda is 'to propagate (actively spread) a philosophy or point of view'.

The most common use of the term (historically) is in political contexts; in particular to refer to certain efforts sponsored by governments or political groups.



Each of the nations that participated in World War One from 1914-18 used propaganda posters. They used posters to:

- **justify their involvement to their own populace**
- **As a means of recruiting men**
- **A way to raise money and resources to sustain the military campaign.**
- **To urge conservation of food and resources.**

Why Posters?

- ◉ **Television had not yet been invented**
- ◉ **Not everyone owned or had access to a radio**
- ◉ **Posters were the most effective means of getting a message across**

Government Support

Quite often propaganda is connected with negative emotions. During World War One, governments needed money for the war effort so they focused their efforts on posters aimed at raising money from citizens for the war effort.

These posters often displayed images of each governments national enemies, depicted in ways to instill fear or hatred towards rival nations. Other posters aimed to urge young men to join the war effort, asking questions such as “How will you stop the Huns?” - The word “Hun” was used as an anti-German epithet (nickname). Hun was a term started by the British, in reference to the Boxer Rebellion. Apparently Kaiser Wilhelm II instructed his troops in a speech to behave like the Huns and wreak havoc and instill fear in the Chinese as they helped put down the rebellion.

SEVEN TRICKS of PROPAGANDA- All Propaganda posters fall into one or more of the following “Tricks” of Propaganda.

Name Calling: hanging a bad label on an idea, symbolized by a hand turning thumbs down

Card Stacking: make the best case possible for his side and the worst for the opposing viewpoint by carefully using only those facts that support his or her side of the argument while attempting to lead the audience into accepting the facts as a conclusion.

Band wagon: persuade the audience to follow the crowd. This device creates the impression of widespread support. It reinforces the human desire to be on the winning side.

Testimonial: associate a respected person or someone with experience to endorse a product or cause by giving it their stamp of approval hoping that the intended audience will follow their example.

Plain folk: convince the audience that the spokesperson is from humble origins, someone they can trust and who has their interests at heart.

Transfer: carry over the authority and approval of something we respect and revere to something the propagandist would have us accept. Propagandists often employ symbols (e.g., waving the flag) to stir our emotions and win our approval.

Glittery Generality: vague, sweeping statements (often slogans or simple catchphrases) using language associated with values and beliefs deeply held by the audience without providing supporting information or reason. They appeal to such notions as honor, glory, love of country, desire for peace, freedom, and family values.

Propaganda Poster 1

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 2

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 3

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 4

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 5

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 6:

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 7

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 8

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain:

Propaganda Poster 9

Nation:

Create a Title:

What Tricks are used?

Analyze and Explain: