

Propaganda

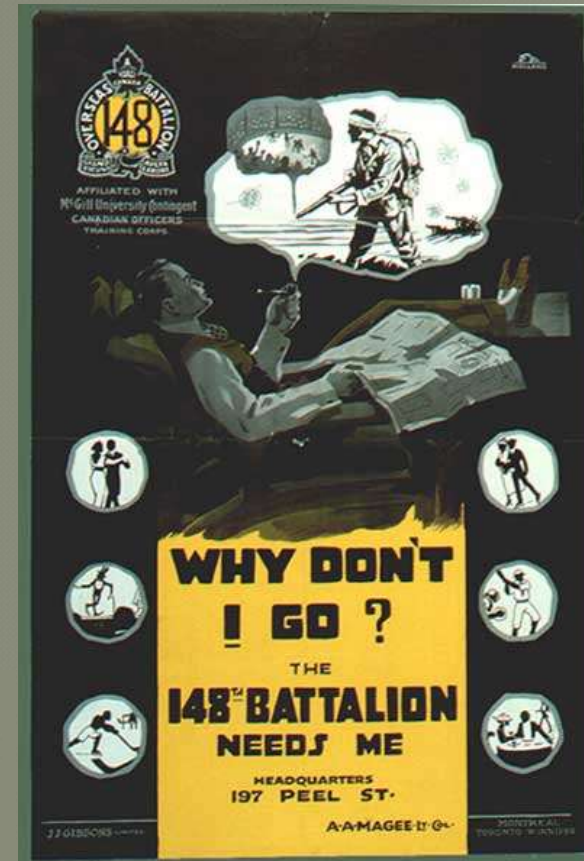


Propaganda in World War One



What is Propaganda?

- **Propaganda:**
- **biased or misleading information, used to promote a specific political cause or point of view**



Why do we use Propaganda?

- Each of the nations which participated in World War One from 1914-18 used propaganda posters.



Why Posters?

- Television had not yet been invented
- Not everyone had access to films
- Radio is new
- Posters were the most effective means of getting a message across



Government Support



- Need support for war effort
 - Morale
 - patriotism
 - Need volunteers
 - Need money
- Targets men, women, and children.

Propaganda uses various Methods to get their message across

- propaganda should meet four conditions to be effective:
 - it must be simple
 - it must appeal to emotions, not intellect – WHY?
 - it must have an element of truth – WHY?
 - it must be repetitive - WHY?



Library and Archives Canada C-057358

Propaganda uses various Methods to get their message across

- Name Calling (negative symbols/emotions)
- Glittering Generalities (positive symbols/emotions)
- Transfer- Linking messages or symbols with groups
- Peer pressure
- Fear
- Unwarranted Extrapolation – small contributions have large impact

- Activity: In small groups, examine the following posters:
- 1 Identify the intended audience
- 2 Identify the 'methods' used in the posters.

*"If ye break faith —
we shall not sleep"*

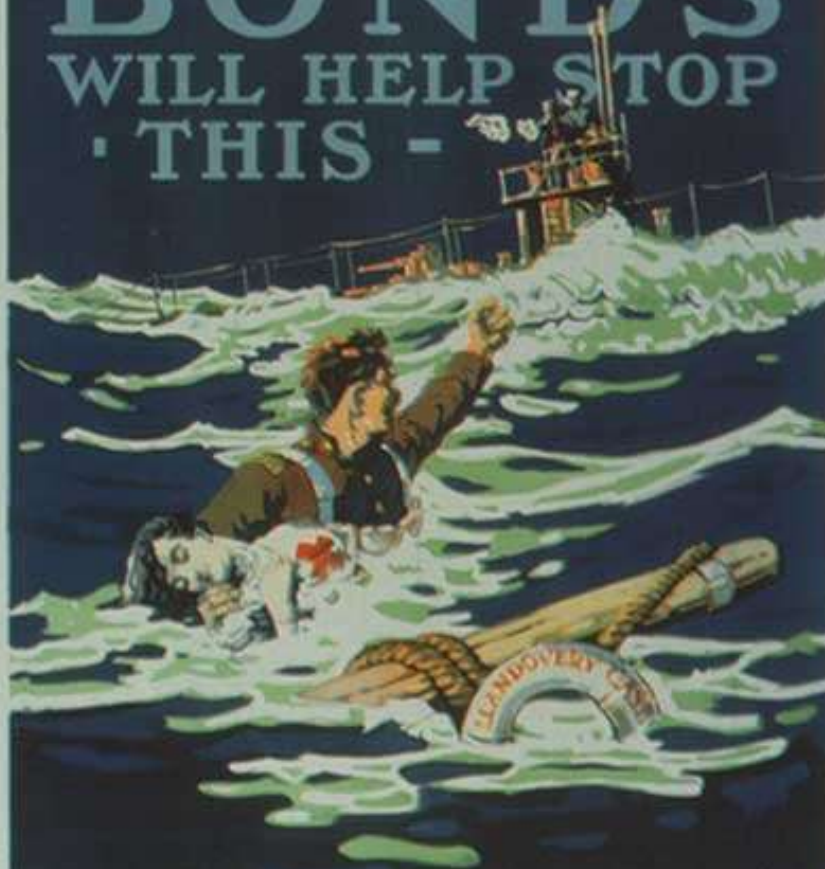


BUY VICTORY BONDS



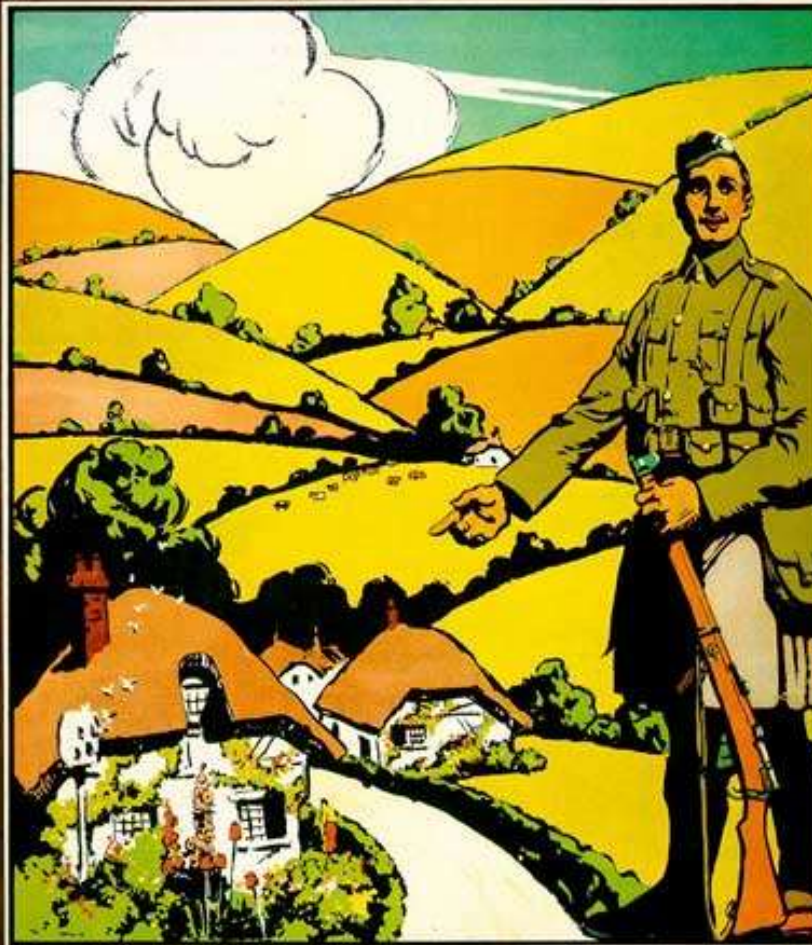
Daddy, what did YOU do in the Great War?

**VICTORY
BONDS**
WILL HELP STOP
· THIS ·



KULTUR VS. HUMANITY.

YOUR COUNTRY'S CALL



Isn't this worth fighting for?

ENLIST NOW

I Should go
BUT !!!

exception

Join Now

No. 4 Church of Ransoming Covenanters, No. 9 Hickory Grove, Tenn.

Stone Lio

Canada's Pork Opportunity

1014





How can I serve Canada?

**Buy
Victory
Bonds**

**THESE WOMEN ARE
DOING THEIR BIT**



**LEARN TO
MAKE
MUNITIONS**

Poster 13



BRITISH EMPIRE UNION
ONCE A GERMAN - ALWAYS A GERMAN!



1914 TO 1918.

NEVER AGAIN!

REMEMBER !

Every German employed means a British Worker idle.
Every German article sold means a British article unsold.
BRITISH EMPIRE UNION: 346 STRAND, LONDON, W.C.2

Poster 2

HOW THE HUN HATES!



THE HUNS CAPTURED SOME OF OUR FISHERMEN
IN THE NORTH SEA AND TOOK THEM TO SENNELAGER.
THEY CHARGED THEM WITHOUT A SHRED OF EVIDENCE
WITH BEING "MINE LAYERS." THEY ORDERED THEM TO
BE PUNISHED WITHOUT A TRIAL.

THAT PUNISHMENT CONSISTED IN SHAVING ALL
THE HAIR OFF ONE SIDE OF THE HEAD AND FACE.

THE HUNS THEN MARCHED THEIR VICTIMS
THROUGH THE STREETS AND EXPOSED THEM TO
THE JEERS OF THE GERMAN POPULACE.

BRITISH SAILORS! LOOK! READ! AND REMEMBER!

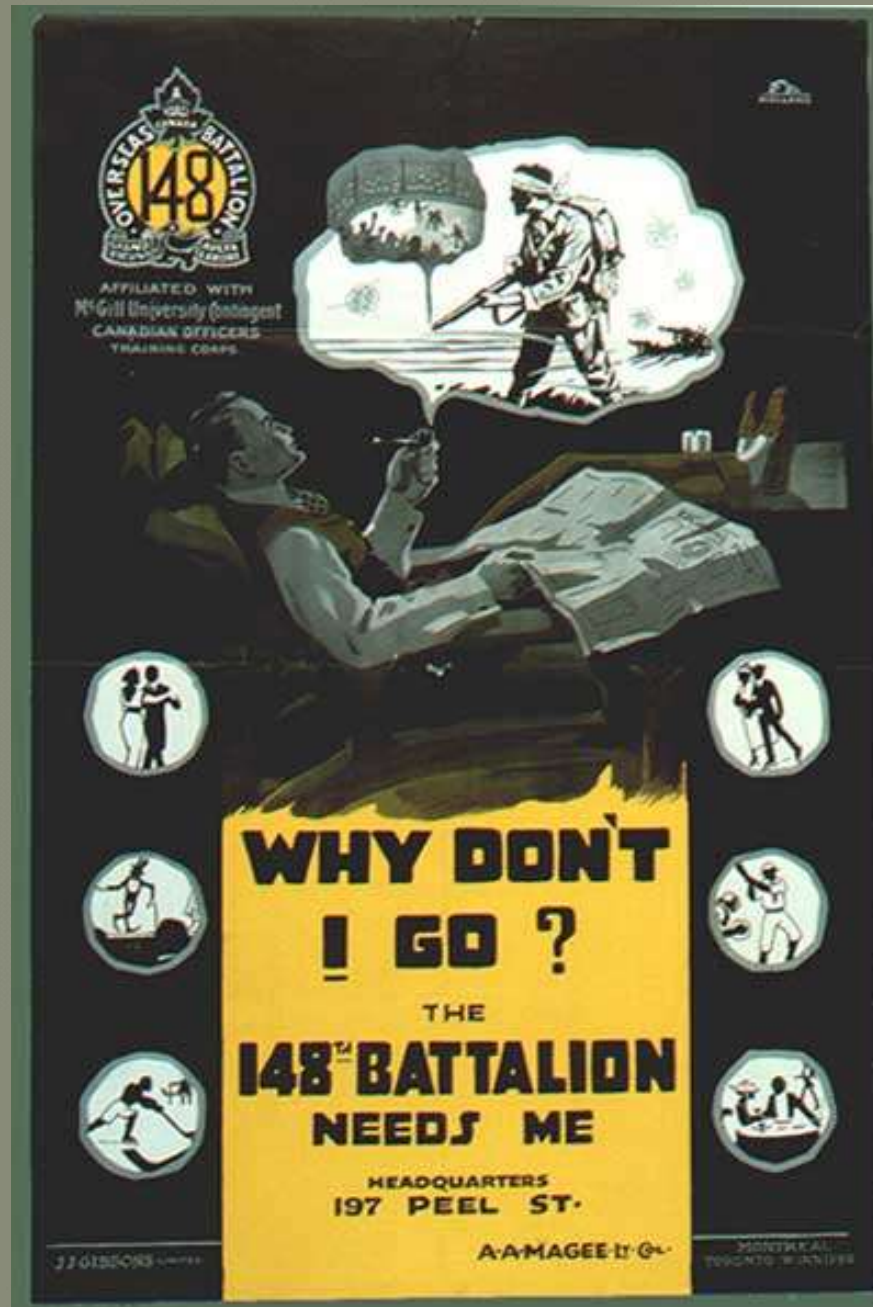
Human suffering is
greater than ever NOW

Give



**CANADIAN
RED CROSS**

Poster 3



RED CROSS OR IRON CROSS



WOUNDED AND A PRISONER
OUR SOLDIER CRIES FOR WATER.

THE GERMAN "SISTER"

POURS IT ON THE GROUND BEFORE HIS EYES.

THERE IS NO WOMAN IN BRITAIN
WHO WOULD DO IT.

THERE IS NO WOMAN IN BRITAIN
WHO WILL FORGET IT.

Poster 11



Poster 9



WHO'S ABSENT?



Is it You?

Poster 12



Are YOU in this?



THE STRONG ARMS OF CANADA

By Byam Shaw

Resources

World War I Posters- Canada

<http://www.firstworldwar.com/posters/canada.htm>