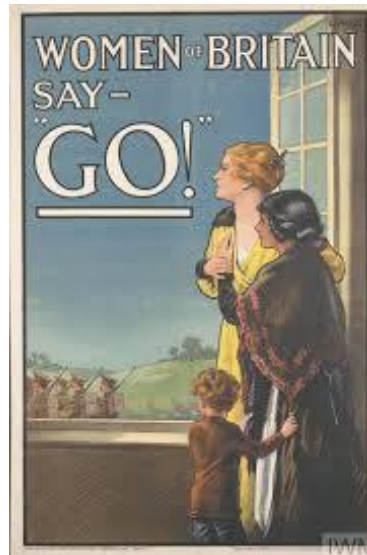
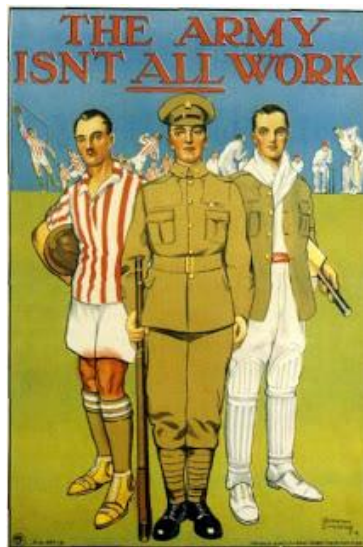
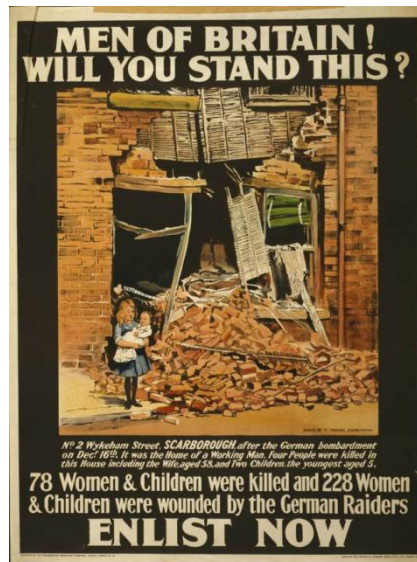


World War I - Propaganda Posters

Vocabulary check: do you know what propaganda means?

Have a look at these examples of propaganda posters from World War I:



Consider the following questions and write down your ideas in your workbooks:

What do you think these posters are for? What are they trying to do? Think about who they are directed at. Can you pick out any similarities or differences between the posters?



Most of these posters are trying to persuade people to help with the war effort in one way or another. To do this they employ a number of different techniques such as:

Bandwagon - attempts to make one feel alone if he/she doesn't go along

Glittering Generalities - sounds really good, but says nothing

Plain Folks - attempt to connect with the "grass roots," ordinary people

Testimonial - use someone recognisable and respected to speak well of idea or product

Card Stacking - where you build a case with only favourable evidence or part truths

Transfer - attempt to associate a positive symbol with a candidate

Name Calling - to label one with something negative

Dehumanize the Enemy - portray the opposition as inhuman or as monsters/beasts

Emotional Appeal: create strong feelings or emotions i.e. Women and Children - build sympathy for your cause. Need to protect the vulnerable.

Patriotic Appeal:

Military - build support for military efforts

Symbols - use of symbols such as Queen, Big Ben, Lion or Union Jack



Go online and investigate other examples of World War I propaganda posters. How many examples can you find which demonstrate each of the techniques listed above?



Your mission: create your own Propaganda Poster

- Use your artistic skills and draw/paint/colour/design a traditional poster
- You could create a persuasive advertisement and film it
- Why not write a persuasive speech and imagine yourself as an important general or politician?
- Perhaps you could take what you have learnt about persuasion and the techniques used in propaganda posters and apply it to something more current. For example, you could try to convince people to stay home during lockdown.



Which techniques have you included in your work?