

Publicizing the War - Propaganda

- ☞ The Canadian government sponsored extensive propaganda campaigns to gain/keep/enhance the support of the people. Posters were printed for:
- ☞ Recruiting soldiers
- ☞ Advocating food rationing
- ☞ Promoting enhanced productivity
- ☞ Selling Victory Bonds

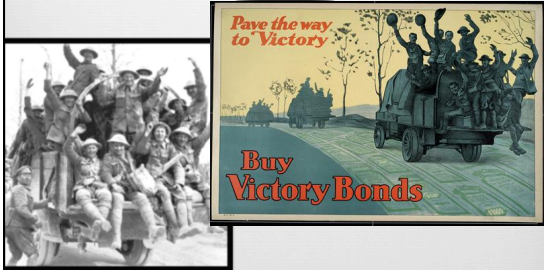
PRopaganda

What is propaganda? (do not use the glossary in the textbook!)

Propaganda

- ☞ "Propaganda is the organized dissemination of information to influence thoughts, beliefs, feelings and actions."
- ☞ Appeals to emotion, patriotism and pride
- ☞ Often distorts the truth by exaggerating or downplaying details or even making them up
- ☞ Often associated with war, and used to boost morale and dehumanize the enemy

Patriotic Imagery = Good Propaganda




After Vimy - 1917

PROPAGANDA IN WWI



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 (Wikipedia definition)



Why use propaganda?

- ☞ Each of the nations which participated in World War I 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



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 connection with negative emotions
- ☞ During the Great War the governments needed money for the war effort so they focused their efforts on posters aimed at raising money from citizens for the war effort

8 main types of propaganda

- ☞ Name calling:
 - ☞ Hanging a bad label on an idea, sometimes symbolized by a hand turning thumbs down (literal or figurative)



Card stacking

- ☞ The Propagandist uses this technique to 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



bandwagon

- ☞ Is an appeal to the subject to follow the crowd, to join in because others are doing so as well
- ☞ Don't get left behind!
- ☞ Peer Pressure



De-humanizing

GR The Propagandist uses this technique to make the enemy seem less than human – MONSTROUS. So evil that it is your responsibility to stand up and fight or else who knows what your fate will be!



testimonial



GR Propagandists use this technique to 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 folks

GR Propagandists use this approach to convince the audience that the spokesperson is from humble origins, someone they can trust and who has their interests at heart



transfer

- ☞ A technique used to carry over the authority and approval of something we respect and revere to something the propagandist would have us accept. Propagandists often employ symbols (eg. Waving flag) to stir our emotions and win our approval



Glittering generality

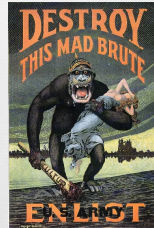
- ☞ Propagandists employ vague, sweeping statements (often slogans or simple catchphrases) using language associated with values and beliefs deeply held by the audience without providing supporting information or reason. They appeal to such notions as honour, glory, love of country, desire for peace,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



Know your audience



What motivates you?



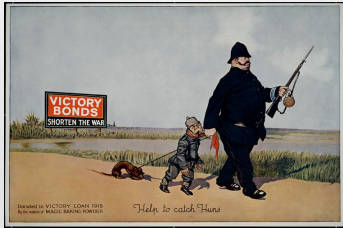
Fear?



Freedom?



Poster Analysis - Example



Your Turn!

- ☞ Choose a Poster from WWI from the internet (include a visual with your hand-in)
- ☞ For your poster, answer:
 - ☞ Who created this poster?
 - ☞ Who is the target audience?
 - ☞ What is the message of this poster?
 - ☞ What propaganda techniques are used?
 - ☞ How is this message conveyed?
 - ☞ What purpose did this poster serve for the war effort?
 - ☞ What is the effect of this poster?
