

WORLD WAR I PROPAGANDA

POSTERS AND VIDEOS

OBJECTIVES

- DISCUSS VARIOUS CATEGORIES OF WWI PROPAGANDA POSTERS
- IDENTIFY TOOLS USED IN CREATING PROPAGANDA POSTERS



CATEGORIES OF WORLD WAR I POSTERS

CONSERVATION

CONSERVATION POSTERS ENCOURAGED CITIZENS TO CONSERVE FOOD, FUEL, AND OTHER SUPPLIES FOR THE WAR EFFORT. THESE POSTERS WERE USUALLY AIMED AT WOMEN AND CHILDREN ON THE HOME-FRONT.

FINANCIAL SUPPORT

THESE POSTERS ENCOURAGED AMERICANS TO BUY THE FIRST FOUR LIBERTY LOANS AND LATER, THE VICTORY LIBERTY LOAN. ADDITIONALLY, THEY ADVERTISED OTHER MISCELLANEOUS WAR BONDS AND WAR SAVINGS STAMPS.

FOREIGN

THE SMALLEST CATEGORY OF POSTERS WERE FOREIGN POSTERS. THESE URGED AMERICANS TO SUPPORT THE ALLIES AGAINST THE AGGRESSORS IN EUROPE, AFRICA, AND ASIA.

ORGANIZATIONAL

ORGANIZATIONAL POSTERS RELATED TO VARIOUS RELIEF AND MEMBERSHIP EFFORTS BY THE RED CROSS, THE YWCA, THE YMCA, AND OTHER ORGANIZATIONS. THESE WERE USED TO FUNDRAISE AND ENCOURAGE AMERICANS TO VOLUNTEER.

PATRIOTIC

PATRIOTIC POSTERS, PRODUCED BY THE GOVERNMENT AND A VARIETY OF STATE CIVILIAN ASSOCIATIONS, ENCOURAGED FARMERS, WORKERS, WOMEN, AND CHILDREN TO ENGAGE IN WAR WORK AND SUPPORT THEIR COUNTRY'S WAR EFFORT. AMONG THOSE ENCOURAGING GENERAL PATRIOTISM ARE WARNING MESSAGES TO WATCH FOR SPIES, AVOID RUMORS AND AVOID "WAR TALK".

RECRUITMENT

THESE POSTERS ENCOURAGED ENLISTMENT IN THE UNITED STATES ARMY, AIR FORCE, MARINES, NAVY, TANK CORPS, AMERICAN FIELD SERVICE, RADIO SIGNAL CORPS, AND A VARIETY OF LOCAL AND STATE REGIMENTS - INCLUDING THE NATIONAL GUARD.

RELIEF

THESE POSTERS REQUESTED AID FOR FOREIGN COUNTRIES, CHILDREN, FAMILIES, AND SOLDIERS IN SUPPORT OF THE WAR EFFORT.

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TOOLS USED IN WARTIME PROPAGANDA

Catchy Slogans

This tool involves using memorable phrases to foster support for the war effort. For example, short phrases like “Remember the Maine!” and “Remember the Alamo!” have been very successful in motivating Americans to strongly support the use of arms against Spain and Mexico, respectively.

Demonization

This tool involves portraying the enemy as purely evil, menacing, murderous, and aggressive. The propagandist attempts to remove all confusion and ambiguity about whom the public should hate. The enemy may be portrayed as a hairy beast or the devil himself. This tool becomes more powerful when the enemy can be blamed for committing atrocities against women, children, or other noncombatants.

Emotional Appeals

This tool involves playing on people’s emotions to promote the war effort. Since the strongest emotion is often fear, propagandists create their work based on the premise that the more frightened a person is by a communication, the more likely he or she is to take action. Thus, propagandists are careful to explain in detail the action that they want the consumer of the propaganda to carry out.

**Evocative
Visual Symbols**

This tool involves using symbols that appeal to people's emotions—like flags, statues, mothers and children, and enemy uniforms—to promote the war effort.

**Half-Truths or
Lies**

This tool involves deception or twisting the truth. The propagandist may attempt to include some element of truth in the propaganda to make an argument more persuasive. For example, blaming the enemy for complete responsibility for the war and portraying one's own country as a victim of aggression is a common propaganda tool.

**Humor or
Caricatures**

This tool involves capturing the viewer's attention through the use of humor to promote the war effort. The enemy is almost always the butt of the jokes used by propagandists.

Name Calling

This tool involves using loaded labels to encourage hatred of the enemy. Labels like “Commies,” “Japs,” and “Huns” reinforce negative stereotypes and assist propagandists in demonizing the enemy.

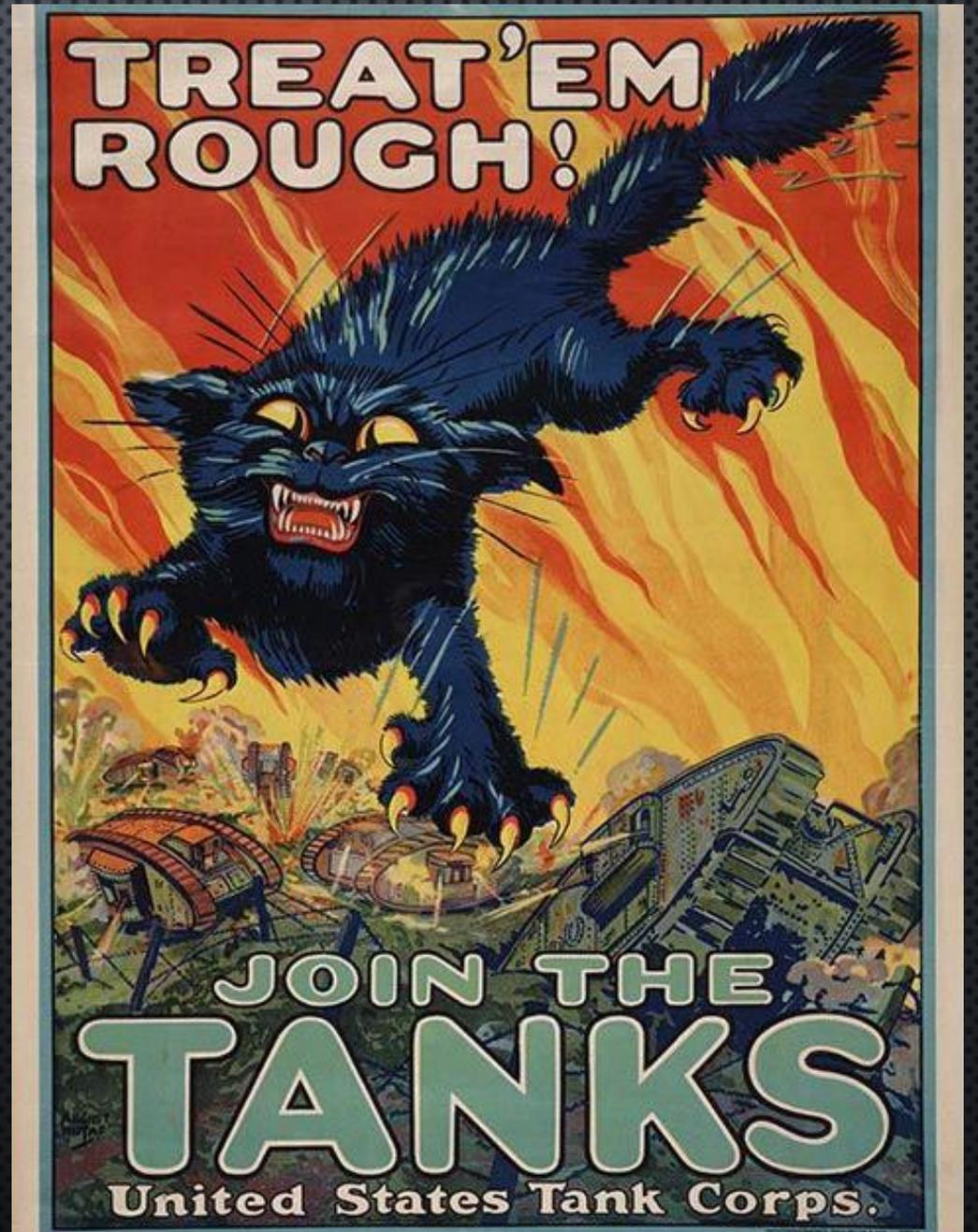
Patriotic Appeals

This tool involves using patriotic language or symbols to appeal to people’s national pride.

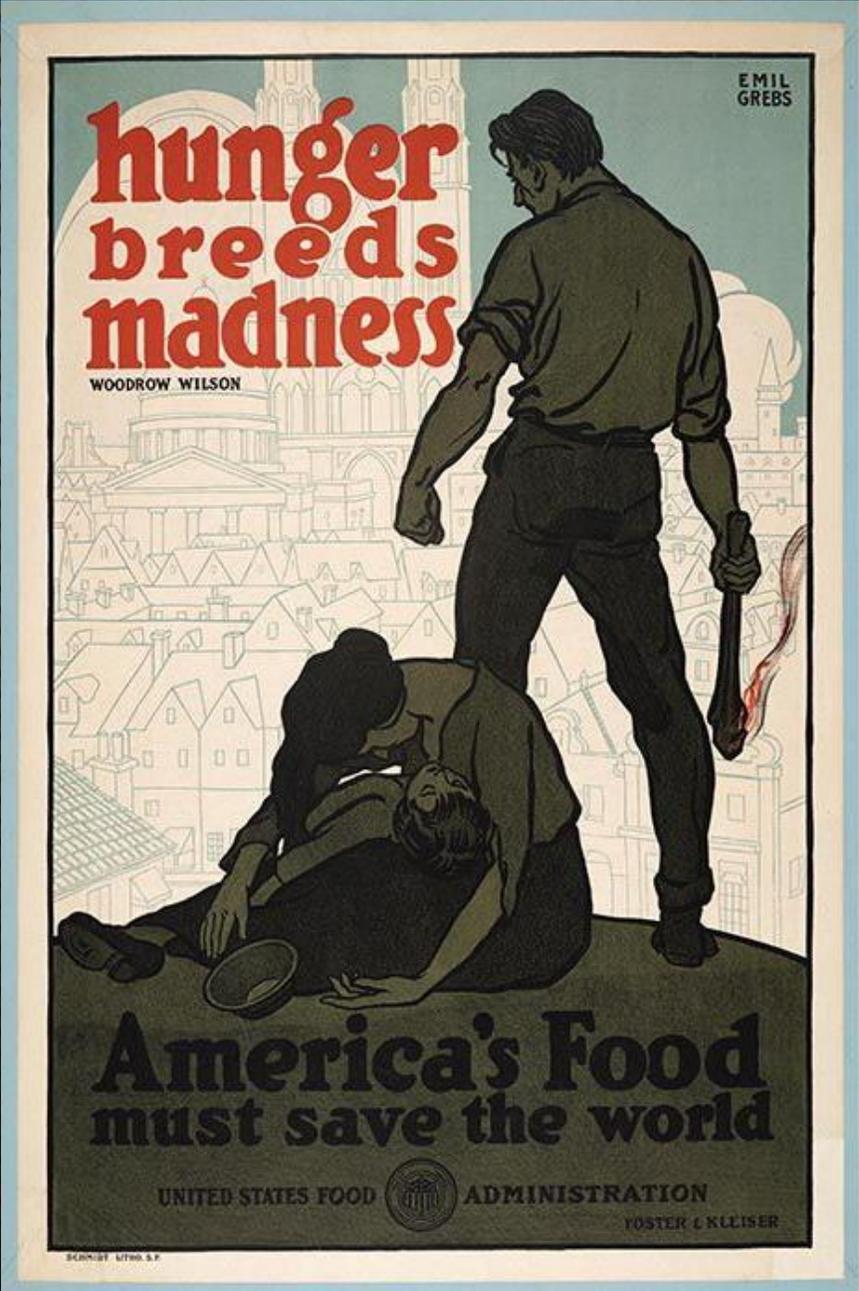
I WANT YOU



JOIN THE TANKS

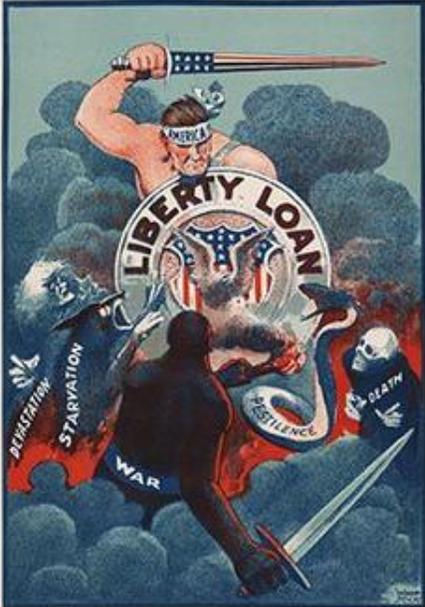


HUNGER BREEDS MADNESS



BY A LIBERTY BOND

IF YOU CAN'T ENLIST- INVEST
Buy a
Liberty Bond

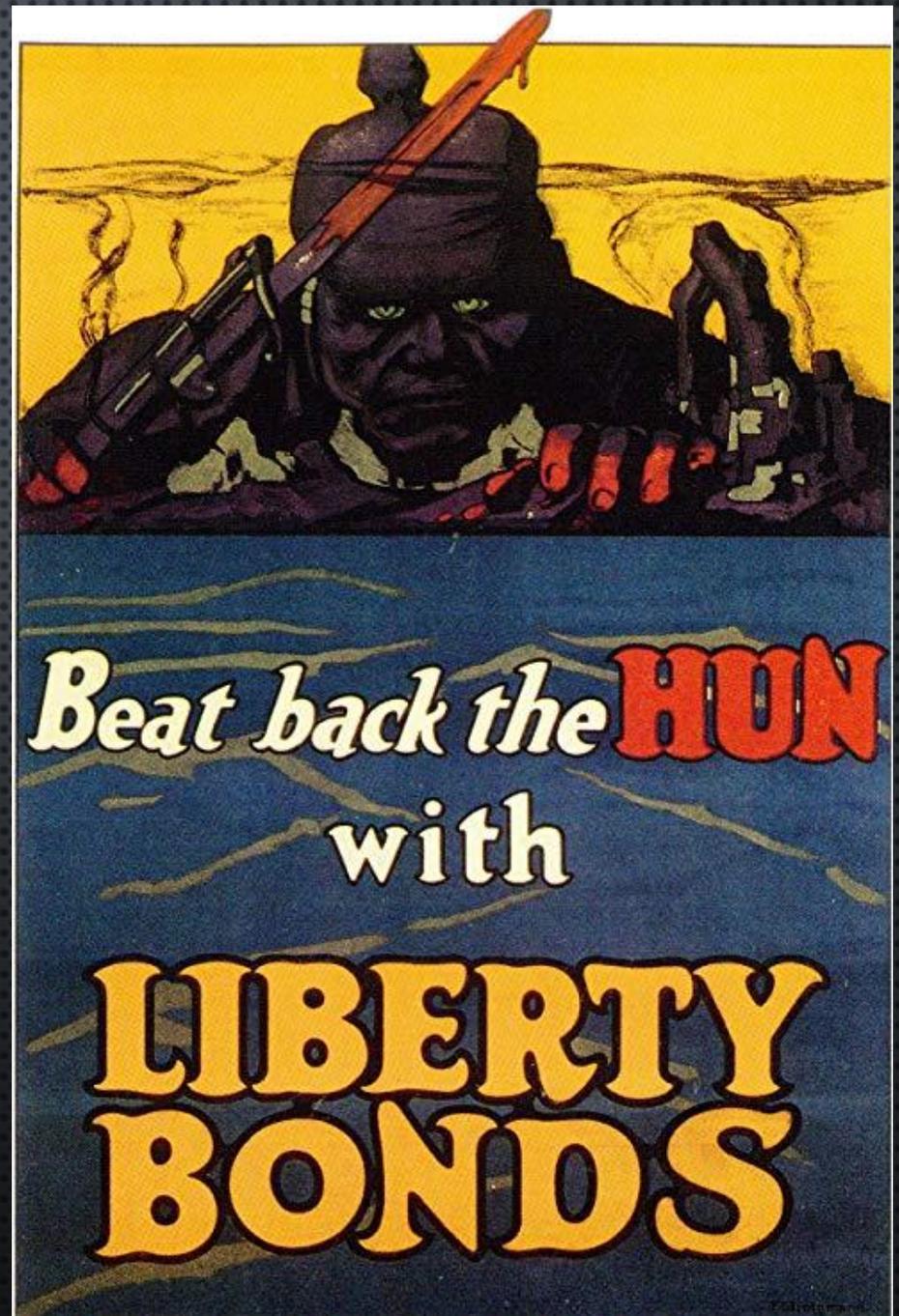


**DEFEND YOUR COUNTRY
WITH YOUR DOLLARS**

New York American

© STAN CO.

BEAT BACK THE HUN



JOIN THE ARMY



HOLD UP YOUR END



DON'T WASTE FOOD



**don't waste food
while others starve!**

UNITED STATES FOOD  ADMINISTRATION

WT 31

"THE BOND"

written & directed by
Charlie Chaplin

with

Ina Purviance, Albert Austin

Charlie Chaplin's 64th
Film Released Sept.
29 1918.

The Bond was a
propaganda film
created by Charlie
Chaplin at his own
expense for the Liberty
Load Committee for
theatrical release to
help sell U.S. Liberty
Bonds during World
War I.