Propaganda and WWI
Objectives

1. Observe and analyze primary sources

2. Identify specific propaganda techniques used in primary sources

3. Understand how propaganda can impact society
What Is Propaganda?

1. Identifying propaganda and its purpose
2. Explain the effects of propaganda
3. Discuss positive and negative propaganda
4. Group assignment
Propaganda

• Information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.

• It usually appeals to a certain emotion or feeling (fear, pride, embarrassment, happiness)

• Synonyms: information/ disinformation, promotion, advertising, publicity (dictionary.com)
7 Techniques of Propaganda
Explicit
Fully and clearly expressed or demonstrated; leaving nothing merely implied; unequivocal.

Implicit
Implied rather than expressly stated.
“U.S. Navy offers American citizens of good character”

“See the world, save money, learn a trade and serve their country”

“Every year 25 men are picked from the ranks to go to the Naval Academy”

“A man without a trade is started at $17.80 a month CLEAR money”
ARE YOU A VICTORY CANNER?

Method of preserving food

What is the purpose of this poster?

Discuss the illustration

What is “women's work” in the early twentieth century?
What does this make you think of?

“LAND ARMY ENROLL NOW”
How does Propaganda affect YOU?

Advertisements
News broadcasting
Commercials
What are some specific examples of modern propaganda?
Fear Mongering

- Spread by Ignorance
- Unsafe feelings or feelings of unease
- Bigotry

“Radical Islam”

“Illegal Alien”

Flus and Diseases
Assignment

1. With your group, use the primary sources provided and analyze them and their purpose

2. Identify which propaganda technique(s) is being used, support your claim with description of the image

3. Explain the possible effects of the propaganda on its audience
Poster 1

MEN TRAINED
BY
THEIR COUNTRY
SHOULD DEFEND HER
RE-ENLIST
SHE NEEDS YOU NOW
RECRUITING STATION, 1310 ARCH STREET
Poster 2

a careless word

...another cross
Standards:

PA CORE STANDARDS (GRADES 6 - 8) Reading in History and Social Studies

Key Ideas and Details

- CC.8.5.6-8.B. Determine the central ideas or information of a primary or secondary source; provide an accurate summary of the source distinct from prior knowledge or opinion. (Understand the intended purpose for propaganda posters and why they were important in WW1)

Craft and Structure

- CC.8.5.6-8.D. Determine the meaning of words and phrases as they are used in a text, including vocabulary specific to domains related to history/social studies. (key terms)

Integration of knowledge and Ideas

- CC.8.5.6-8.H. Distinguish among fact, opinion, and reasoned judgment in a text.
Citations


• U.S. Navy: "See the World, Save Money" Historical Society of Pennsylvania war posters collection [V95], folder 133, 1917

• “Are You a Victory Canner? poster, 1918” Historical Society of Pennsylvania war posters collection [V95], folder 134, 1918

• “Land Army, Enroll Now” Historical Society of Pennsylvania war posters collection [V95], folder 134, 1918

• "Men Trained by their Country Should Defend Her" Historical Society of Pennsylvania war posters collection [V95], folder 133, 1917

• “A Careless Word...Another Cross poster, 1943” Historical Society of Pennsylvania war posters collection [V95], 1943

• “National League for Womans Service poster, 1918” Historical Society of Pennsylvania war posters collection [V95], 1918