WWI and WWII Propaganda

Various Themes

plode Portrayal of the Enemy
plode Portrayal of Women
plode Encouraging Actions
plode Discouraging Actions
plode Playing on Emotion
Portrayal of the Enemy

- How do posters from various countries portray the enemy?
- What images do they use?
- What emotion are they trying to elicit?
- How do we see this in modern-day?
- Portrayal of the Enemy
  - Approach, images, emotions, modern-day

WWI
• **Portrayal of the Enemy**
  • Approach, images, emotions, modern-day

**WWI**

![Portrayal of the Enemy](image-url)
• **Portrayal of the Enemy**
  
  • Approach, images, emotions, modern-day

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**WWI**

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**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!**

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**Help Crush the Menace of the Seas**

**Buy Liberty Bonds**

**Buy Quickly, Buy Freely**

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• **Portrayal of the Enemy**
  • Approach, images, emotions, modern-day
• Portrayal of the Enemy: Approach, images, emotions, modern-day
Portrayal of the Enemy

Approach, images, emotions, modern-day

WE'RE FIGHTING TO PREVENT THIS

THiS iS THE ENEMY
• Portrayal of the Enemy  Approach, images, emotions, modern-day

WWII
Portrayal of Women

• What are the different images of women?
• Are there positive images?
• Are there negative images?
• What activities do the posters encourage women to do?
• Would those posters be the same today or would they be different?
Portrayal of Women – various images, activities, positive, negative, today.
Portrayal of Women – various images, activities, positive, negative, today.

WWI
Portrayal of Women – various images, activities, positive, negative, today. Think about how women are portrayed in these two posters that you have seen already.
Portrayal of Women – various images, activities, positive, negative, today.

WWI
Portrayal of Women – various images, activities, positive, negative, today.

WWI
Portrayal of Women – various images, activities, positive, negative, today.
Portrayal of Women – various images, activities, positive, negative, today.

[WWI posters: Nurse and fruit production promotion]
Portrayal of Women – various images, activities, positive, negative, today.
Portrayal of Women – various images, activities, positive, negative, today.

WWII

Keep these hands off!

Buy the New Victory Bonds

Longing won't bring him back sooner...

Get a War Job!

See your U.S. Employment Service

War Manpower Commission
Portrayal of Women – various images, activities, positive, negative, today.
Portrayal of Women – various images, activities, positive, negative, today.

WWII
Portrayal of Women – various images, activities, positive, negative, today.
Encouraging Actions

• What actions do they encourage people to do?
• What actions for soldiers?
• What actions for people on the Home Front?
• Why are those actions important?
Encouraging Actions – What actions for soldiers or on the Home Front?

WWI

- Buy me a Victory Bond
- Food is Ammunition – Don't waste it.
Encouraging Actions – What actions for soldiers or on the Home Front? WWI
Encouraging Actions – What actions for soldiers or on the Home Front?

WWII
Encouraging Actions – What actions for soldiers or on the Home Front?

WWI
Encouraging Actions – What actions for soldiers or on the Home Front?
Encouraging Actions – What actions for soldiers or on the Home Front?

WWII

Coughs and sneezes spread diseases.

Trap the germs in your handkerchief.

Help to keep the nation fighting fit.

Blood donors are needed urgently to save lives.

The Army Blood Transfusion Service.
Encouraging Actions – What actions for soldiers or on the Home Front?
Encouraging Actions – What actions for soldiers or on the Home Front?
Encouraging Actions – What actions for soldiers or on the Home Front?

WWII

HAVE YOU REALLY TRIED TO SAVE GAS BY GETTING INTO A CAR CLUB?

When you ride ALONE you ride with Hitler!

Join a Car-Sharing Club TODAY!
Encouraging Actions – What actions for soldiers or on the Home Front?

French “poilu” – “They Shall Not Pass”

German “soldat” – Help Us Win, buy the war bonds
Encouraging Actions – What actions for soldiers or on the Home Front?

French ‘poilu’ – “Get them, buy the second printing of the national defense”

German “soldat” – I watch and fight for you, buy the war bonds
Discouraging Actions

• What actions do they discourage people to do?
• What actions for soldiers?
• What actions for people on the Home Front?
• Why were those actions important for people to avoid?
Discouraging Actions – What actions for soldiers or on the Home Front, importance?

...because somebody talked!

BITES OF CARELESS TALK ARE PIECED TOGETHER BY THE ENEMY

England

Convoy sails for tonight

WWII
Discouraging Actions – What actions for soldiers or on the Home Front, importance?

**VD**

Hello boyfriend, coming MY way?

The ‘easy’ girl-friend spreads Syphilis and Gonorrhoea, which unless properly treated may result in blindness, insanity, paralysis, premature death

*IF YOU HAVE RUN THE RISK, GET SKILLED TREATMENT AT ONCE. TREATMENT IS FREE AND CONFIDENTIAL*

**You kept fit and defeated the Hun**

Now—set a high standard A CLEAN AMERICA

*STAMP OUT VENEREAL DISEASES*
Discouraging Actions – What actions for soldiers or on the Home Front, importance?

WWII

- Somebody Blabbed
  - Button Your Lip!
  - ...don't talk about ship movements!
  - ...don't talk about war production!

- A careless word
  - ...another cross
Discouraging Actions – What actions for soldiers or on the Home Front, importance?

WWII

Keep mum she's not so dumb!
CARELESS TALK COSTS LIVES

AWARD
FOR CARELESS TALK
Playing on Emotion

• What kinds of emotions do various posters incite or elicit?
• Why do you think that the government wanted people to feel that way?
Encouraging Emotions – What emotions does the government want people to feel and why?
Encouraging Emotions – What emotions does the government want people to feel and why?
Encouraging Emotions – What emotions does the government want people to feel and why?
Remade Posters

• What is the basic message?
• Are these appropriate or should the government be able to limit this negative speech because it may hurt our troops?
Remade WWII posters – Original with remade one.

1. "Miles of Hell to Tokyo!

2. "I Died!

3. "Work where you're needed

4. "For George W. Bush’s re-election!

Consult your U.S. Employment Service Office

What have you done for our glorious leader?

A message from the Ministry of Homeland Security.
Remade WWII posters – Original with remade one.

The SA was the original Nazi group. They wore brown shirts. The original supporters of Mussolini were called the Black Shirts.
Remade WWII posters – Original with remade one.
Remade WWII posters – Original with remade one.

BUT WE’VE GOT TO BEAT THE JAP FIRST

MAYBE SOMEDAY...
BUT WE’VE GOT TO BEAT THE TERRORISTS FIRST!

KEEP ON SAVING

Keep Feeding the Military-Industrial Complex instead of Planning for the Future!

A MESSAGE FROM THE MINISTRY OF HOMELAND SECURITY
Remade WWII posters – Original with remade one.