

## War Propaganda: How they Make Us Feel and How This is Done in WAR AND MILITARISM

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### RESPOND EMOTIONALLY TO WAR POSTERS

- Present students with six to eight posters from this unit, printed in colour, as large as possible, or shown on a screen. Suggested posters are listed below.

- Slide 4 #2
- Slide 5 #1 and #2
- Slide 19 #1
- Slide 24
- Slide 26
- Slide 33

**Note:** In the next lesson, students will learn about seven propaganda techniques, and the seven slides identified above illustrate each one of them. **But don't share this now.**

- Slide 4 (#2 Name calling)
- Slide 5 (#1 Glittering generalities)
- Slide 5 (#2 Card Stacking)
- Slide 19 (#1 Band Wagon)
- Slide 24 (testimonial)
- Slide 26 #3 (Plain Folks)
- Slide 33 (symbolic transfer)

1. If the posters are printed, lay them on desks with cups in front of each and scraps of paper.  
If the posters are viewed on a screen, number each. Ask students to write their responses on a piece of paper.
2. Direct students to look at each poster and then write the emotion they are feeling from viewing the art and words. Ask them to place their stated emotions in the cup in front of each poster or beside the number of each poster if viewed on a screen.
3. Then, as a class, look at each poster in turn and share the emotions identified by the students. What aspects of the art and wording created this emotion? Is there a lot of similarity among the responses?

## **TECHNIQUES USED BY THE CREATORS OF THESE POSTERS**

**Propaganda** refers to messages designed to propagate, or actively spread, a philosophy or point of view. Propaganda is most commonly used by governments (such as Canada during both of the World Wars) or political groups, such as the National Rifle Association (the NRA).

### **Propaganda posters in both WW I and WW II were used to**

- justify their actions to their citizens
- recruit soldiers
- raise money and resources to sustain the war effort

### **Posters were effective because:**

- Television had not yet been invented and not everyone had access to radio
- They were widely circulated so people saw them everywhere.

### **The Big Seven Propaganda Techniques:**

- **Card stacking:** presenting only part of the information and leading the viewer to accept the message as a fact
- **Glittering generalities:** using vague slogans or phrases to summon deeply held values, such as glory, patriotism, honour, freedom, love of family, without providing supporting evidence
- **Name calling:** labelling the opposition in a very negative way
- **Testimonial:** associating a respected person or icon with the message
- **Band wagon:** persuading the audience to follow the crowd
- **Symbolic transfer:** linking powerful symbols to the message
- **Plain folks:** convincing the audience that the message is delivered by someone of humble, honest and trustworthy origins

**Return to the posters eliciting an emotional response and using the seven propaganda techniques, determine how these methods were used to influence the audience.**